

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXV.

NEW YORK, DEC. 2, 1908.

No. 10.



Talk About "Women's Influence"



Do you know anything under the sun that women don't have a finger in?

"They talk about 'a woman's sphere,'

As if it had a limit.

There's not a life, or death, or birth,

That has a feather's weight of worth,

Without a woman in it."

And—when it comes to buying *anything*, everything—from laundry soap to pianos—for home use, doesn't she "Have her say?"

About Ten Million Women—10,000,000—read "The Butterick Trio" magazines, *because they are "fashion magazines."*

Do you know anything more interesting than fashions—than "the styles"—to women? Because of this, women read, and study, and keep "The Butterick Trio" magazines.

Would you make this "women's influence" yours?

Then—advertise in "The Butterick Trio."

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago

Ask Our Advertisers

A Publication With A Practical Purpose

Beautiful Homes

A National Magazine Devoted to Home Improvement

The immediate and permanent success of BEAUTIFUL HOMES, both from an advertising and a subscription standpoint, is already assured. No new publication ever received a heartier welcome. Subscriptions are coming in at a surprising rate—our highest expectations have been more than fulfilled.

Fifty thousand copies is the minimum circulation guaranteed starting January, and the plans laid out, backed by the unquestioned merit of the publication itself, insures a constant increase from month to month.

BEAUTIFUL HOMES is unlike any other publication devoted to Home Improvement. It is practical and thorough in its treatment of the subject. From the advertiser's standpoint its best endorsement as a sales medium is the fact that it is only subscribed for by people who want it for what it contains. It must fill an actual desire. It is intended only for home owners, home builders or prospective home builders.

Every Subscription Means An Interested Reader

No premiums are offered—no special inducements are made to subscribers. There is no wasted energy in BEAUTIFUL HOMES circulation. Of how many publications is this true?

In these days of many publications, it is the periodical with a personality and an influence with its readers—the one that secures subscriptions on sheer merit alone—that stands out and can command recognition from advertisers.

Our advertising rate is only 30 cents per line, with space discounts when 100 lines or more are used in a single issue. You will do well to contract now for all space to be used during the year 1909. The rapidly increasing circulation will certainly justify an advance in rates, but definite contracts for as long as one year will be accepted at the present terms until further notice is given.

If you have not seen a copy of BEAUTIFUL HOMES we shall be glad to send one to any advertiser who is interested. The contents of the paper make our best argument for advertising orders. Address:

THE LEWIS PUBLISHING COMPANY

CAL. J. MCCARTHY, Adv. Mgr.
UNIVERSITY CITY, ST. LOUIS MO.

Chicago Office
G. G. HISCHE
J. D. ROSS
1700 First Nat'l Bank Bldg.

New York Office
R. J. DANDY
G. B. LEWIS
415 Flat Iron Bldg.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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THE EVER INDISPENSABLE RETAILER.

COLUMBIA PHONOGRAPHS WERE ORIGINALLY SOLD THROUGH THE COMPANY'S OWN AGENCIES—REAL DISTRIBUTION WAS SECURED WHEN THE BUSINESS WAS TRANSFERRED TO RETAIL DEALERS—A LITTLE INSIGHT INTO THE HOT COMPETITION NOW EXISTING IN THIS REMARKABLE INDUSTRY.

Not long ago George P. Metzger, advertising manager of the Columbia Phonograph Company, wanted an interesting literary feature for his monthly house organ, the *Columbia Record*. So he persuaded Victor H. Emerson, of that company's music department, to write a series of articles on the making of phonograph records. Mr. Emerson started out with a paper telling of the difficulties encountered in finding ideal recording substances—of beeswax, which has too great viscosity; spermaceti, which is too tender; paraffine, which melts in hot weather; ozokorite, which gives off troublesome shavings; cencin, too soft and oily; canuba, too hard; stearine, which is too hard and crystallizes on cooling, and so forth. Virtually, the ideal recording substance is an insoluble soap. Mr. Emerson told, furthermore, how master records are made in a machine built as strong as an engine lathe, because even the softly sentimental vowel sound "Ah" has a lifting force of fifty pounds when spoken, giving some conception of the strain exerted when a baritone like David Bispham sings it.

As for the sapphire point that records Bispham's "A-a-a-a-a-h!!!" it runs off into problems

of grinding beside which watch jewels are like boulders—grinding a phonograph sapphire is like taking a hair from one's head and working it to a definite angle that must be accurate to one ten-thousandth of an inch.

Mr. Emerson's first paper was fine technical stuff, likely to interest anybody selling phonographs. The second paper was good, too, in its technical interest. But here the expert fell a victim to that common temptation of star feature writers—namely, the temptation to "reminisce." Abandoning technical matters for a moment, he begged to call his readers' attention to a few funny stories connected with the early days of the phonograph industry—to recount a little ancient history, and speak of occurrences not likely to be remembered by the younger generation in that business.

How Mr. Metzger got his prize contributor back to technical details doesn't matter here, nor do the funny stories—though they were excellent. The essential point is the incredible reach of Mr. Emerson's memory, and his familiarity with the industry from earliest days. Mr. Emerson is, as it were, the Grand Old Man of the phonograph business. He must be fully forty years old. When he started to talk of beginnings to the younger generation he spoke of things that happened nearly five years ago!

When the census of 1900 was taken, the business of making talking machines and records had to be grouped with electrical apparatus, there being not enough of it to form a separate classification. When the manufacturing census of 1905 was taken, however, a separate classification had

to be made, because in five years the phonograph business had grown more than 350 per cent. The value of talking machines and records produced in 1900 was slightly over a million and a half dollars. In 1905 it had grown to more than ten millions. To-day some of the companies are paying dividends of twenty-five per cent.

During October, this year, two interesting announcements were made in the talking machine world. The Edison phonograph people advertised a new type of cylinder record, whereby, through a better waxen composition, the number of threads is doubled, and twice the music or entertainment given. That announcement apparently placed the Edison machine in immeasurably superior position. But lo! almost in the same week the Columbia people informed the public, through large advertising, that its disc records could now be obtained with music on both sides—two records for the price of one.

As usual in such cases, the competitors had been working for months, and behind the big advertising there are interesting trade conditions. Three concerns now control the talking machine business in this country, it is said—the Columbia, Edison and Victor companies. Edison machines play from cylinder records, Victor from disc and the Columbia company makes both types. Moreover, all phonograph records fit other machines playing the same type, disc or cylinder, so that dealers in the Columbia are able to sell music to owners of either Victor or Edison phonographs.

The chief end of this business is the sale of records. A phonograph is relatively simple in mechanism, and through certain trade conditions has been brought to a point where the profit on a machine is not large. The growth and profit are in records. Where increase in machines manufactured between 1900 and 1905 was less than 140 per cent, the increase in record business during the same period was nearly 800 per cent. Every phonograph and graphophone sold creates a de-

mand for records that ultimately far outruns the cost of the machine itself. Indeed, the industry has been brought to a point in salesmanship where the fortunate owner of a twenty-five dollar machine is led on to buy fifty dollars' worth of records. At that point the shrewd dealer sells him a cabinet to hold the cylinders or discs, at a price about equivalent to what was paid for the phonograph. This cabinet, in turn, has room for twice as many more records. The fortunate possessor of the cabinet proceeds to buy records to fill its compartments, and by the time it is full he probably wants a better phonograph, and then more records, and a bigger cabinet, and so on. Of course, he wouldn't do it if the phonograph didn't return ample pleasure for the money invested.

As this business expands, therefore, the companies want to control record trade, and it is this desire that is furnishing most of the excitement just now.

Some time ago a fourth factor was introduced in record sales. A new company came onto the market, with records that would fit any machine, and which had the advantage of being indestructible. Heavy advertising was done for these indestructible records, and demand for them from all owners of phonographs was so great that the old companies had to do something about it. The Edison interests, according to report, prohibited their dealers selling any competing records. In some instances dealers evaded this prohibition, it is said, by running a partition down the center of their stores and selling Edison goods on one side and competing goods on the other, through a dummy firm. Or if that didn't happen, then some small competitor down street took care of the competing business, which pleased the Edison dealer less. Just about the time this situation began to ripen, the Columbia interests bought out the business of the company making the indestructible records (and trouble), and is now getting ready to do things with this newly acquired

specialty. So, though the phonograph business is young, the developments in it are rapid. There seems to be plenty of fun ahead, and lots of big advertising, and probably sufficient new business for all.

"The result of our announcement of the double record discs," said Mr. Metzger, the other day, at the general offices of the Columbia Phonograph Company, in the Tribune Building, New York City, "has been the addition of a night shift in our record department. That means more than additional business for us. It signifies that trade for our retailers all over the country has been stimulated, and is recovering from panic consequences. Our year of general business depression naturally hurt this business, for the phonograph, while a necessity to people who own one, would still give pleasure with old records. But when we give two records for the price of one, people are brought back to the dealer for new music, the dealer has a strong new selling argument, and the new double records save him freight, loss, space, investment in stock, and enables him to carry complete selections for instant demand—a prime point in a live record trade."

"Mr. Metzger, has your company any improvement in course of development that will make the phonograph less a nuisance?"

The advertising manager laughed.

"That is one of the cardinal points of the business," he said. "We are working on it all the time. The improvement isn't being developed—it is here! The phonograph itself is not a nuisance. Just hear it play Bonci's rendition of *Questa O Quella*, and you must admit as much—unless grand opera at five dollars a seat is a nuisance, too. There are, undoubtedly, phonograph selections that might not be pleasing to all auditors alike when played for the benefit of a whole neighborhood. But the improvements in records are really remarkable. Remember, the instrument was until very recently, just a talking machine for taking dic-

tation. Before music could be played at all it had to be run at three times the speed. All the difficulties in mechanical perfection are encountered in the record-making department. After our company has paid \$14,000 for an exclusive contract with an Italian opera star, the record department must secure perfect delivery of the purchase. To-day we have not only most perfect voice records, but fine instrumental music as well—the violin, the 'cello, string trio music, etc. Look over our advertising the past two years and you will see that it all tends to combat the conception of the phonograph as a nuisance by publicity for these superfine selections. Grand opera is to-day a national enthusiasm in the United States, and we are taking advantage of this to raise the standard of selections associated with the machine."

Of the competitive phases of the business Mr. Metzger had nothing to say, except that his company finds it advisable to be well represented in publications used for the advertising of other companies, on the principle that the announcements of one company make just so much more receptive an audience for the announcements of all. His periodical mediums are magazines, chiefly, and advertising is centered in a small number of the leading monthlies and weeklies, on the principle that concentration pays. Newspapers are used to some extent, in cities where the company has its own selling branches, and on this point of retail distribution he had some pertinent things to say.

"The dream of every manufacturer, I suppose, is to have his own retail selling agencies, distributing direct to the consumer, and making him independent of the retailer. Originally this company established its own agencies in large cities. That plan was sound in the phonograph business in early days. The machine was new as an amusement device. Expert salesmen were needed to demonstrate and sell it: Our vast repertory of records had not been

developed, and sales of machines were the chief end of the proposition—indeed, at the outset machines were not sold at all, but leased to people who used them as nickel-in-the-slot amusement devices.

"To-day, where we have about sixty branches left, and are likely to discontinue those eventually, the Columbia is sold by above ten thousand retailers all over the United States. When I tell you that there are fully 17,000 retailers selling all makes of machine in the United States, reaching nearly every city, town, village and cross-roads, you will readily see the futility of selling through manufacturers' agencies, and how vital a part the retailer plays in our business.

"The retailer is the apple of our eye here, I want to assure you. He has learned to handle the machine better than we did ourselves in the early days, and has built up a trade in records that was not anticipated then. Practically all our advertising outlay goes directly to create demand for him, and back him up. All phonographs are manufactured under certain basic patents, you know, and through these the companies all operate in a way that gives strict maintenance of prices. This is a welcome condition for the retailer, and with him protected in this respect of price, it is the endeavor of all the companies to develop new records, improvements and talking points to help him to sell. Incidentally, the manufacturing business is being built up along trademark and talking point lines against the day when the basic patents expire. In our own case, we give retailers exclusive territory, and have an arrangement whereby any dealer who works actively in his territory can build business for himself with the assurance that whatever local value he creates in connection with our goods will be his—practically it is an arrangement whereby he holds territory through the development of a certain volume of business.

"When a family buys a phono-

graph, you know, there is something more than a mere sale involved. Instead, a connection is established for the retailer, and it depends largely upon himself how strong, regular and profitable that connection is going to be. This connection, the sale of records, is the chief end of his business. It is the chief end of ours, too. So you will find all our periodical advertising centered on the new records, the new improvements in records, and so forth, with a view to helping the dealer sell records to people who own any kind of phonograph. Record advertising, too, makes the strongest appeal to the people who don't own machines, for the great return of the phonograph is the pleasure to be got out of it.

"A window full of talking machines cannot be made very attractive, nor changed from week to week to maintain public interest. The machine is built to be heard rather than seen. The dealer's problem is to get people into the store to listen—those who do not own a machine to hear how much less objectionable it is than they had fancied, and those who already own machines to hear the newest records. No display of our goods could exert sufficient drawing power. So we send the dealer each month a complete set of window cards, timely, illustrated in colors, keyed to the current periodical advertising and the current records, and all ready to be put in place. Some of these cards fit into permanent frames that our dealers build, while others are cut out trademarks, etc., to be fixed to the glass.

"Then there is the *Columbia Record*, a monthly dealers' magazine that goes to 13,000 names—an excellent thing for our own dealers, and likewise for other people's in unoccupied territory. Originally this monthly started as a little magazine to be sent to consumers and dealers, too. For some time it ran along haphazard. Descriptions of the new records were published. If one of our people came back from Europe and wrote some impressions that seemed good, very likely they

THE MANUFACTURERS' RECORD

Is the Recognized Authority
and Exponent of the South

It is wide reaching, covering every phase of Southern industrial and commercial development. It occupies a firmly established position and exerts a forcible influence among Southern business men. It is recognized as the leading business authority of the South, and is "the most widely quoted industrial newspaper in the world."

1909 is going to be an active and prosperous period in Southern industrial and commercial development, and now is the time to tell the Southern people, through the Manufacturers' Record, what you make and the claims you make for your product.

ADDRESS, BALTIMORE, MD.

Our New Year's issue, now being prepared, will be a splendid recital of the South's varied industrial development. Advertising space is now being reserved and we invite you to be represented in it.

Thanksgiving issue contains the most comprehensive and complete statistical exposition ever published about the South's progress and potentialities. Ask for a copy.

were put into the *Columbia Record*, too. About a year ago, however, it was transformed into a magazine for dealers only, and to-day it is one of our strongest mediums. Not only the new records are announced in a way to help the dealer make sales, but good selling talk, window suggestions, etc., are published, and all our magazine advertising shown and explained. The installment plan of selling machines, the exchange plan of handling records, and other trade phases of the business are treated. This little publication is valued as highly as any of the excellent trade journals in our field, and, of course, it deals with a wide range of matters from our individual standpoint and that of many of our progressive dealers as a trade journal could not do.

"For the general public we now publish a separate periodical that gives a list of new records each month. It fits a No. 6 envelope, and is distributed in quantities to dealers, who mail it out to their own patrons. We hope to develop this monthly list, and make it a periodical of general interest, as well as a medium for stimulating the sales of all records so that there will be no dead stock on a retailer's hands. Every one of our new records is made to sell, but some have better surface selling value than others. Proper description of the real qualities in a record that may, for some reason, have failed to make wide appeal to the public, can be counted upon to create a constantly increasing and profitable demand for it.

"I may add, too, that all our periodical advertising is written with a view to bringing us inquiries about new records, and thousands of these are referred every month to dealers in the inquirer's community, ready to supply demand."

JAS. H. COLLINS.

The Tiffany Studios, New York, have issued a photogravure print of one of their recent memorial windows, for advertising their ecclesiastical work. The plate and the paper are of such artistic excellence that the picture is well worth framing. It's good advertising.

SECOND EXHIBITION OF ADVERTISING ART.

The National Arts Club, Gramercy Park, New York City, is preparing to hold early in January its second annual exhibition of advertising art.

The exhibition will open January 5th with a reception, at which talks will be given by some artist of note who has had special experience in art applied to advertising purposes, upon the relation of art to advertising and its development in the past few years.

The exhibition will consist of designs prepared and used for advertising purposes. These designs will be accepted and exhibited on their merits as art, to prove that real artistic merit can go into an advertising design and enhance its value as advertising.

Advertisers, advertising agents, advertising designers, commercial artists and others engaged in the preparation of advertising matter are invited to submit designs for this exhibition.

A jury consisting in part of artists or designers and in part of advertising men, will select designs for exhibition and no design will be exhibited that doesn't have real artistic merit, however good it may be as advertising.

The purpose of this exhibition is to show that good art has its place in making advertising commercially more successful, just as such ideas add to the success of interior decoration, furniture making, textile weaving, architecture, jewelry and other fields of work which have their commercial as well as their artistic side.

The exhibition held last year was a great success. It excited a widespread interest, attracted a large number of people, and was a surprising proof of the real excellence of designing now being done for advertising purposes.

The National Arts Club is anxious to take a broad and catholic position on the question of applied art, and it holds this exhibition of advertising art in the same spirit that it holds its exhibition of applied design in December.

DOINGS OF THE AD CLUBS.

The Advertising Men's League at its last meeting elected these officers for the ensuing year:

William H. Ingersoll, president; C. W. Beaver, vice president; H. H. Kress, treasurer, and John A. Kershaw, secretary.

The league has adopted an innovation in the work of advertising clubs. During the winter it will work out in detail a complete national campaign of advertising and salesmanship for a non-advertised product—a popular-priced clock.

The League, as a whole, constitutes itself a board of directors for the "company," and decides how to market the million dollar (first year's) product of the "factory," going to the very roots of the proposition by determining probable demand, manufacturing costs, marketing methods, marketing costs and their distribution.

The following named officers were chosen for the "company" at the November meeting: William H. Ingersoll, chairman board of directors; John A. Brock, advertising manager; John A. Kershaw, sales manager; H. H. Kress, auditor.

Every step in the evolution of this campaign will be considered almost as seriously as if each director had an actual money investment in the "company"; there will be free and open discussions of every proposition presented, followed by acceptance or rejection by the board.

Sellers of advertising of every sort which can be employed in a general campaign of this nature will appear at the meetings and solicit business, offering advice and suggestions as to policy and methods as well as arguments for particular mediums.

The Buffalo Ad Club announces a prize of \$100 to be awarded to the person who submits the breeziest slogan for the "Boost Buffalo" committee of that organization. The slogan must be short, snappy and significant of some characteristic of the city and its citizens. The contest closes Dec.

31. Another prize of \$250 is offered for the best advertising design on shield suitable for a seal for advertising purposes, the same to be emblematic of Buffalo and her opportunities. Both contests are open to everybody anywhere. Competitors should send their suggestions to E. F. Olmsted, H. O. Company, 54 Fulton street, Buffalo.

Charles C. Stewart, who for five years has been connected with White's Class Advertising Company, Chicago, on December 1st assumed the sales management of the Baker Manufacturing Company, that city. Mr. Stewart has handled this account successfully for the last three years.

TWO ESSENTIALS

in fair dealing with advertisers are frank statements of circulation and accurate information about advertising rates.

Both of these requirements are met by *The Chicago Record-Herald*.

CIRCULATION

A statement of the net paid circulation for the preceding month appears on the editorial page of every issue of *The Chicago Record-Herald*. The circulation books are open to all advertisers.

In October, 1908, the average daily net paid circulation exceeded 141,000 and the average Sunday net paid circulation exceeded 200,000.

ADVERTISING RATES

All advertising contracts are open to advertisers, who can ascertain exactly what any advertiser pays for advertising space in *The Chicago Record-Herald*. Any advertiser can get the same rate on the same conditions as any other.

THE CHICAGO RECORD-HERALD

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

INEXPENSIVE SALESMEN.

VALU OF THE CATALOG IN EFFECTING SALES HIGHLY APPRECIATED BY MANUFACTURERS AND DISTRIBUTORS—HOW IT CUTS DOWN SALARY LISTS AND TRAVELING EXPENSES—ENGLAND AHEAD OF THE UNITED STATES IN THE USE OF THIS KIND OF ADVERTISING—PULLING POWER LARGELY DEPENDENT ON CONFIDENCE IN THE ISSUING HOUSE.

[Editor's Note: The writer of this article is a specialist in mail order publicity, and is at present director of the mail order advertising of R. H. Macy & Co. His views are timely, as many firms are now engaged in preparing their new catalogs.]

The importance of the merchandise catalog, both the specialized and the general, is growing rapidly. Already manufacturers and distributors who use only paper and ink for salesmen are among the most important and comfortably capitalized and their activity and growth is very vigorous and healthy.

Manufacturers and distributors are appreciating as never before the catalog's importance as an economical evolution from the more expensive traveling sales force. The dealer and the consumer are constantly relying more and more confidently on this printed sales representative which comes to them by mail, exhibiting illustrations of nearly all classes of goods with descriptions and prices as definitely and accurately stated as though the personal representative of the firm were standing at the dealer's counter or in the consumer's parlor, displaying actual specimens of the merchandise accompanied by elaborate verbal descriptions.

The printed salesman—the catalog—is often the more economical selling force and is made necessary through competition, compelling the reduction of expenses, and is made possible through increased business confidence and responsibility.

Some manufacturers and large distributors who have analyzed most closely learn that the cost of issuing an adequate edition of

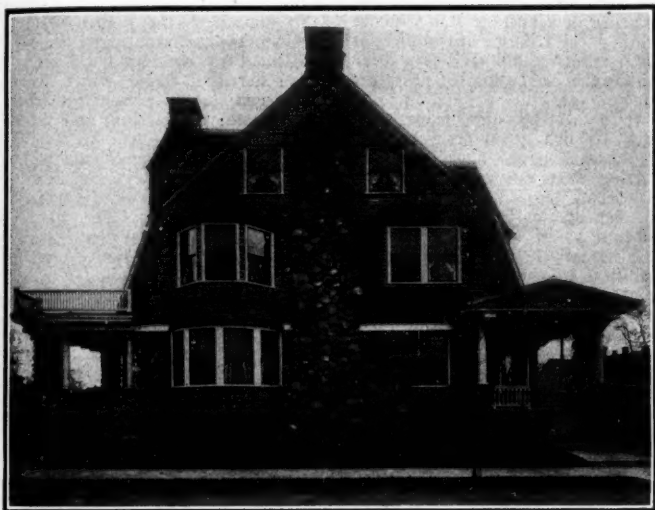
the printed sales force is not as great as meeting the salary list of a force of traveling salesmen. They also appreciate that the expense of distributing this printed salesman through the mail is not nearly so expensive as meeting the weekly and monthly traveling bills of the old-time "drummer."

The catalog offers a very evident saving in selling and distributing expense which has been appreciated first by the manufacturer and which he has presented very forcibly to dealers and consumers until to-day a dealer or housewife located a thousand miles from the base of supplies can secure almost every need by granting a leisurely interview at the most convenient time to this modern salesman—the printed catalog.

Since the economic saving of the catalog to the manufacturer and purchaser has already been fully demonstrated, even as the result of more or less haphazard and crude development, it is certain that as soon as this printed salesman has received anything like the attention and training which has been devoted to traveling sales organizations, this modern paper and ink representative will be the most powerful direct selling force and will minimize tremendously the cost of distribution.

To-day the two selling powers are rivals in the field—the traveling salesman and the printed sales catalog. A few days ago I met a very able traveling representative who had just returned from South Africa and is preparing for a trip to Australia, who spends his time establishing the sale of his company's product on the frontier of the world's commercial civilization. His firm is one which through the excellence of its product has for years dominated the American market and maintained its old-time closely organized traveling sales force with its monthly experience meetings and inspirational ginger talks by the local managers. It is perhaps natural that the methods which have in the past made this firm the most successful in the United

Suburban Life



Every Copy of *Suburban Life*
Represents a Suburban Home.
What Better Introduction to

42,000 Homes

Can You Possibly Find?

FRANK A. ARNOLD, Advertising Manager
44 EAST 23d STREET, NEW YORK

Graham C. Patterson,
Western Representative,
838 Marquette Building, Chicago.

Carroll J. Swan,
N. E. Representative,
24 Milk Street, Boston.

States should still be used in its attempt to capture the markets of the world.

Contrasted with this firm's special traveling representative, versed in almost every language and touring the globe, is the printed sales catalog, issued by a single house in as many languages as the markets of the world require and at the expense of a postage stamp, penetrating the frontier of commercial civilization, unhindered by fever or fatigue or the loss of passports or baggage.

It is worthy of consideration that English manufacturers and merchants have developed the catalog salesman more than any American house. The advertising manager of Herrod's, London, told me a few weeks ago while in this country that they issue in addition to their 1,400 page annual catalog several hundred departmental catalogs during the year so that each month their customers are visited by a printed salesman representing their separate departments, illustrating and describing the most appropriate goods of that department for that particular season, whatever it may chance to be.

The president of a Western firm whose relations with druggists and general merchants through the West and South have been very close for a quarter of a century, as the result of maintaining a very large traveling sales force, writes me that a co-operative plan which they have adopted and presented to dealers is a wonderful success. By the adoption of this co-operative plan and the catalog salesman their friendly relations with the dealers will be maintained and the expense of the traveling force reduced. A number of years ago I was actively connected with this same firm, and I can still remember that my monthly expenses as field manager of sales forces was often a subject of very serious thought—on the part of the company. The expense of our traveling sales force was the most important item discussed at the annual meetings in St. Louis.

A quarter of a century or more

ago the use of a catalog salesman by the representative houses of to-day, which were beginning their career at that time, would not have been nearly so effective as at present, because their reputations were not then established and consequently the confidence of dealers and consumers was much less than it is to-day.

In fact, it is the improvement in business standards and the development of confidence between the seller and buyer which has made possible the present growth of the catalog salesman, and this increasing improvement in business standards and confidence will insure a still greater and more powerful influence for the catalog as a selling force. The "guaranteed sales" to dealers and the "satisfaction guarantee" and "money back" offers and "inspection" offers to consumers have been some of the most effective means of making the catalog salesman's visits popular. This printed salesman can't answer questions—except those that have been anticipated—but this catalog salesman has his argument strengthened by guaranteeing to refund money in case the purchaser, either dealer or consumer, discovers that anything had been left out, evaded, or misrepresented.

When manufacturers and distributors allow dealers and consumers, as they do to-day, to exchange unsatisfactory merchandise or to return it if it is unsalable or unsatisfactory, this tremendously increases the selling power of the catalog salesman and is a more irresistible argument to the purchaser than even the jovial personality and convincing promises of the "Boys on the Road."

I believe that in the next few years the power of the catalog as a selling force, both to dealers and consumers, will be increased far beyond even its present importance and that the almost extravagant expenditures which have in the past gone to organize and develop traveling sales forces will be devoted to a more careful and accurate analysis of catalog making and distribution and to pub-

licity through magazines or newspapers which will give the consumer and the dealer a knowledge of the business standing and responsibility of the house issuing the catalog.

Already there are representative and progressive manufacturers of almost every class whose broad-minded business foresight has led them to improve the opportunities afforded by the changed conditions so that to-day one can live in Texas and at the same time shop on Fifth Avenue with the leading jewelers or art stores of international standing through the medium of the catalog. Or a bride and groom, married in Montana, can choose their wedding apparel and house furnishings and the guests their wedding gifts, from the same assortment they would find exhibited if they visited Broadway. Or, a dealer in some flourishing town in Kansas can stock his shelves after conferring with the printed salesmen, the catalogs of a few representative American manufacturers and distributors.

I don't doubt that the ready adaptability of American manufacturers will lead them to seize the opportunity afforded by the changed and improved business conditions, just as they have been ready in the past to O.K. without the least hesitation the Pullman and dining car expense items of a salesman, even though the last man covered the same territory by "doubling back" and asked for a permit to ride in the caboose.

There are, however, many situations which often require a personal representative.

I remember that during the summer of the Pan-American Exposition at Buffalo, a few years ago, I chanced to be stopping at a hotel in which Mr. Fenton, president of the Erie Preserving Company, was heavily interested financially, as a loser. They were spending advertising money pretty freely, but it wasn't coming out of the profits. The summer had fairly begun and the time to make up losses was very short.

Mr. Fenton asked me what I thought about the situation, and after going over the case pretty



IN THE BUYING MOOD

"Heavens, Clara!" shrieked Montmorency, pressing his hand to his right breast, "I never forged your father's will."

"Never fear, Monty darling," whispered the fair young heiress, in a voice rendered husky by hairpins—
(To be continued in our next.)

The above is not a quotation from the Technical World Magazine. You will find it in any number of any one of the popular fiction periodicals.

Doubtless Technical World Magazine subscribers and readers sometimes amuse themselves by reading trashy novels and short stories, just as they go to musical comedies and minstrel shows, with the idea of whiling away an idle hour. But they are not then in the mood to consider a serious business proposition.

When they pick up the

Technical World Magazine

on the other hand, they expect entertainment, indeed, but along with it important information about real and vital affairs.

In the first case they are relaxed, careless and idle—resenting anything more serious than a love story.

In the second case they are alert earnest and keen—on the lookout for any suggestion of value.

Every business man who has ever sold goods knows that everything depends on the mood in which you find the prospective customer.

If he's yawning, stretching, leaning back in his chair, and just getting ready to go to the ball game, it's a poor time to hit him for an order.

That's just the way your "ad" in the fiction magazine finds him. Half the time he resents its intrusion on his leisure—if he notices it at all.

If he's sitting square at his desk studying catalogues or looking into reports from departments, he's in the proper mood to consider a business proposition.

That's why "ads" in the Technical World Magazine give such good results.

People who read the Technical World Magazine are reading it with their business eyes wide open. We get fifteen hundred letters a week from people who want to buy things which have been described in our reading pages. Some of these letters inquire about the kind of goods you make. Please let me talk it over with you.

H. W. Walker,
Advertising Manager,
Chicago, Ill.

E. E. Phillips,
Eastern Advertising Manager,
No. 1 Madison Avenue, New York City

thoroughly I told him that what they needed wasn't catalogs or beautiful booklets, but a personal representative to make a quick tour of the territory within a radius of about four or five hundred miles of Buffalo. Incoming visitors were very incredulous and all sorts of stories of extortions were being told, based not on the actual conditions, but from remembrances of the Chicago Exposition of earlier date. We talked it over and Mr. Fenton wanted me to personally make the trip.

A few days later I reached Albany after having made satisfactory newspaper contracts with papers along the line of the New York Central and established confidence among organizations like the General Electric Company at Schenectady, and among the representatives of other organized bodies.

From Saratoga I hurried down to New York and Atlantic City, Baltimore and Washington, where I received telegrams asking me to hold up for a few days, because they couldn't handle the business. I returned to Buffalo to organize some co-operative arrangement with other hotel interests, who were still using the old plan, to help handle our overflow business. Then I hurried on to Cleveland to direct the work of assistants I had sent there in connection with the G. A. R. encampment, which was being held in that city.

My chief aim all the time was to establish confidence among a few representatives in every city, who could personally extend confidence to their associates and planned my newspaper advertising to help this work. I didn't issue any catalogs or anything but a simple folder, because the public was so incredulous that they wouldn't believe anything I might have written anyway. This seemed to be one of the cases in which hotel bills and transportation expenses and personal influence seemed necessary to meet the requirements—stop losses and make profits before it was too late.

The value of a paper and ink salesman—a catalog—largely depends upon how carefully the

house issuing it has established confidence in the dealer's and consumer's mind, and how carefully that confidence, which is the catalog's "personality," is developed and preserved. American manufacturers who deal fairly with dealers and consumers are trusted when statements are made by personal representatives or by the print-press, providing the firm's policy of fair dealing and responsibility is fixed in the public mind by adequate publicity.

W. R. MESSINGER.

Harry D. Reynolds, who for some years was advertising manager of the Binghamton (N. Y.) *Republican*, and more recently business manager of the Gloversville (N. Y.) *Herald*, has joined the New York staff of the Vreeland-Benjamin Special Advertising Agency. Mr. Reynolds is well known in the foreign advertising field.

FLATTERY AS A BAIT FOR FREE NOTICES.

CHAPMAN ADVERTISING CO.
PORTLAND, ORE., NOV. 10, 1908.

Editor of PRINTERS' INK:

"Fake testimonials"—circulated in good faith by the deluded publishers—but representing some misdirected good nature on the part of an advertiser—do more harm than good.

In examining the "Records of Results" of a new client I discovered that a certain splendid western magazine had failed to make good for him. I reminded him of his letter broadly circulated by the magazine, telling specifically of the inquiries and actual sales traceable to the advertising in this publication.

"I simply wrote that letter to 'jolly' the publisher for some free advertising to this section of country and ourselves," he explained.

Inquiry in his city showed that other fake testimonials had been written for the same purpose. One instance was unearthed where the publisher had stigmatized an advertiser as a "knocker" because in his stubborn honesty he had insisted that his ad, while paying elsewhere, was not paying in this publication.

These testimonials undoubtedly have created false expectations and started an endless chain of disappointments. Inevitably the influence of the magazine will be injured, especially among the numerous coterie who share the "secret."

Some few people are smart enough to reap a quick harvest from clever dishonesty but the work they do cannot endure.

C. C. CHAPMAN.

POINTS ON AD WRITING.

In talking to the ad class of the 23rd street Y. M. C. A., J. George Frederick, of the Ward & Gow agency, said that the object of display in advertising is to secure a proportion of that limited public attention for which so many people, with things to sell, are striving, and, having secured it, to interest the reader sufficiently to purchase, or at least make inquiry for further information.

After explaining the relative values of type, borders and illustrations, in securing this result, Mr. Frederick showed the importance of individuality in modern publicity, and maintained that occasionally an advertisement that lacks artistic merit may win out because it is so different from the others which surround it.

In ad writing the consumer's needs and methods of thinking must be taken into consideration; therefore, the ad writer should be a keen business man and a good student of human nature.

Display should be used with special reference to the audience to which the appeal is made. But in general it may be said that no advertisement should be so set up that the eye is strained in an attempt to read it. Capital letters should not be generally used, as they are harder to read than lower case type.

The text should be broken up into paragraphs in order that there shall be so many more chances for catching the attention of the reader. The lighter and more open the appearance of an ad, the more likely it will be to catch the eye.

Music as an advertising feature to attract business has been employed for many years by hotels, restaurants and dry good stores. Recently the fashionable dress-makers of New York have discovered that music is an excellent means of attracting trade and are advertising concerts each day. Perhaps in the case of the dress-makers the introduction of music is not so much for the purpose of furnishing entertainment as to

soothe the angry feelings of fair customers who are dissatisfied with the fit of their gowns.

Thomas Balmer, Arfemas Ward and other bright and shining lights in the street-car advertising field, will no doubt be pained to learn that a new company, called the National Car Advertising Co., has been incorporated in Wilmington, Del., with a capital stock of \$4,500,000.

Humphrey O'Sullivan, of rubber heel fame, is distributing a well written and artistic booklet giving an account of the Marathon race of 1908. From this it appears that the shoes John J. Hayes, the winner, wore in this race, had live rubber heels. It's a good scheme to make use of news events to attract attention to an advertiser's proposition.

Worcester, Mass. The Gazette

LEADS ALL WORCESTER

daily papers in total advertising carried during the six week days

IN MONTH OF SEPTEMBER

the GAZETTE carried 23,824 inches advertising—leading its evening competitor by 7,757 inches

Gazette's increase over 1907 was 13 $\frac{3}{4}$ %

**WORCESTER'S
"HOME" PAPER
Pays Advertisers BEST!**

JULIUS MATHEW'S, Representative



THOUSANDS IN TOBACCO

Janesville (Wis.) is the center of the million a year tobacco belt and the recent rainy, damp weather permits casing and handling the crop, thus releasing for market thousands of dollars of tobacco and placing the money in immediate circulation. The Janesville (Wis.) Gazette guarantees to put you in touch with 35,000 population in this rich section.

A. W. ALLEN, 1502 Tribune Bldg., Chicago
M. C. WATSON, 34 W. 33d St., New York City

GOOD THEATRE PROGRAM ADVERTISEMENTS.

While you will find many general and local advertisers who have no use for theatre programs, you will find a lot more who believe in them because they have brought them good results.

If You Came Here to Enjoy Yourself

**WHY NOT MAKE THE
EVENING COMPLETE?**

You have come to a good show
You have come in good company
Why not come and go in absolute comfort?
Why spoil the evening by hanging to a strap?
When you come to the Theatre come in ease
both financially and physically
Phone for a

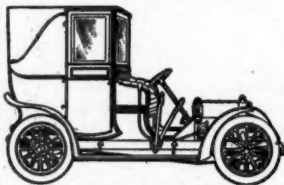
COEY TAXICAB
THE MAXIMUM OF COMFORT
THE MINIMUM OF EXPENSE
Telephone CALUMET 1042

Coe Auto Livery Co., 1710-18 Indiana Ave.
Luxurious Autos for Larger Parties.

There are some lines of business that consider them exceedingly valuable mediums. Among

amples of success achieved through theatre program advertising is that of the Coey Auto Livery Company, of Chicago. This concern, which has never used space in any medium except the Jefferson Theatre Programs, of that city, has in two years succeeded in building up a business of over \$15,000 a month. This speaks well for the copy, the medium, and the service of the company.

You Can Be Happy If You Don't Own An Auto



When you leave the theatre to-night, don't envy the few who ride away in their own machines. You can ride in a Coey Taxicab for a riding sum—just as comfortable as any \$3000.00 car—and a Taxicab will travel as fast as the law will allow. No big car can do more. Be sure it is a Coey Taxicab, if you want to get home safely. We are not responsible for imitations.

TELEPHONE
CALUMET 1042

COEY AUTO LIVERY CO., 1710 Indiana Ave.

Also Limousines for larger parties.

The accompanying ads are good samples of the style and copy employed in establishing its extensive patronage.

ANOTHER ADVERTISING SCHEME.

The moon shone brightly on the old mill.

"Ah!" breathed the brave hero as he crossed the canvas bridge, "the lovely maiden sees me not. Her eyes are glued in another direction."

"Yes," spoke the dark villain, as he arose from behind the imitation rocks, "her eyes are glued with Stickem's celebrated horse glue. Free samples may be had in the lobby. Don't fail to ask for them when you pass out."

And, lighting a fresh cigarette, the dark villain strode off to draw his commission from the glue company, his white teeth shining like piano keys as he strode.—*Columbus (O.) Dispatch.*

Walter Binner has just completed a pretty little booklet to call the attention of the people of Worcester, Mass., to Twin Oaks Farm Cream. The text is illustrated by eleven pictures showing views of the farm, dairy and methods of handling the cream.

Don't Be a "Strap Hanger"

and Don't Ask
HER
To Be One



If You Do—
You'll Never Get
a Chance To
Ask Her
Anything Else

Anyone who can afford to attend the theatre can and should ride to and fro in a

COEY TAXICAB

When damage to reputation, risk to health and the loss of nervous energy is considered, you save money by riding in a Coey Taxicab.

Telephone CALUMET 1042

Our cabs can get to you as easy as you can get to your telephone
COEY AUTO LIVERY CO., 1710-18 Indiana Ave.

these are taxicab and livery firms, restaurants, drug-stores and cafés. One of the most striking ex-

ADVERTISE WHERE THE CROWDS ASSEMBLE.

WHY THE BIG MAGAZINES ARE SO PRODUCTIVE OF BUSINESS—IF YOU ARE TO SELL GOODS, YOU MUST GET HOLD OF THE MASSES—NO NEED TO FEAR THAT YOUR ANNOUNCEMENTS WILL NOT BE READ IF THEY CONTAIN A LIVE MESSAGE.

"Don't you ever think for a minute that advertising in the magazines that carry a great deal of advertising does not pay," said Cosmopolitan Jones, the man who looks upon the world as an advertiser's paradise, and who thinks his magazine does more to make it so than any publication in the field.

"Why, bless your heart," he continued, "if advertisers want to advertise in magazines that contain little advertising—if that is a point of merit—there is nothing to prevent them. There certainly are enough magazines that have that as a talking point," and Jones chuckled.

"Tell me, do you think that Marshall Field ever wanted to get away from State street because there were too many other stores in that section of the city? Do you think Carson, Pirie, Scott & Co. would have waited almost twenty-five years and then paid a million dollars for their present store site if they felt that they could do better in some other part of Chicago? And, you know, they are right in the very heart of the retail store district.

"Right down the street a little farther is a big store which is great to-day solely because there was erected, right across the street, another store that hoped to drive the first one out of business. The erection of the second store drew trade to the first. Women would not have gone down State street that far if there had been only one store there. But they would and did go there by the thousands because there are two stores.

"Do you think any of the men who have stores on Broadway in the village of New York are bemoaning their fate and wishing

The Louisville Courier- Journal

is the one *great* morning Daily of Kentucky, and is read by a substantial, progressive people—the class every advertiser of *necessity* must reach.

The Louisville Times

is its evening contemporary, and combined with the Courier-Journal gives the advertiser a "strangle hold" on Louisville and Kentucky. These two great dailies not only give you the desired *quantity* of circulation, but *quality* as well.

*Circulation books are
open to advertisers*

THE
S. C. BECKWITH SPECIAL AGENCY

Sole Agents Foreign Advertising
NEW YORK—TRIBUNE BLDG.—CHICAGO

they could get a place in some quiet, restful, sylvan spot "far from the madding crowd?" Isn't it true that every merchant who is not on that street must resort to special advertising of some kind in order to overcome in some small measure the lead which a business place on Broadway gives those who are lucky enough to be able to pay the high rentals and sell goods at a profit to themselves and their customers?

"The man who wants to get the greatest results from his advertising goes with his advertising to those periodicals that contain advertising. The fact that the advertising of the big magazines of largest circulation is continually increasing, in spite of the fact that these magazines already contain large amounts of advertising, is proof that advertisers have found out by experience the truth of what I am passing on to you."

It is certain that Jones is right. No ordinary man will go very far to look at one automobile; few auto-enthusiasts will. But get together several hundred automobiles in an auto show, and you have to hire policemen to keep back the crowds.

All the advertising pages of a magazine will not appeal to a man, but it is a sure thing that some pages will appeal to most men. The dressy man will be interested in the ads which set forth in type and engravings the merits of the various kinds of clothes—college, business and dress. The investor will want to know where he can place his money to the best advantage. The ad that is written in such a way as to attract his attention, arouse his interest, stimulate his desire and bring about a resolve to buy—that is the ad that will pull his money.

The automobile man—even if he owns a White or a Buick or a Winton—will be interested in the advertisements of the other equally meritorious cars—meritorious according to the point of view. He wants to know all about the others. He may change. It depends upon the quality of the advertisement as well as the car.

Of course there is such a thing as quality, and there is such a thing as class advertising. Manufacturers of business supplies cannot afford to neglect to cover the field which the business magazines take care of, and it is equally certain that the publishers of new thought books cannot afford to neglect the magazines which circulate primarily among followers of new thought philosophy.

But as a general proposition the advertiser is pretty safe in agreeing with the arguments advanced by Cosmopolitan Jones. The main thing is to get the crowd and then exercise salesmanship.

In a recent issue of *Everybody's* appeared an especially interesting article by Frederick Thompson on amusement parks. Thompson showed how crowds could be attracted, and how they are kept moving when they are once brought inside the gates of the great pleasure palaces. They want variety. They want quick action. They want something that makes them feel that they are getting their money's worth.

The circulation managers of the big magazines provide the crowd. Their problem is to supply the reading material that will satisfy the greatest number of readers. To do this they need the money which advertisers alone can give. The circulation managers and the advertising managers must work together. The more advertising obtained the more money must be spent on reading material which will increase the number of readers.

And it doesn't take a very big mind in order for a person to find out where the advertiser comes in. He's got to pay something for the right to bring his "show" into the pages of the magazine. For this money he is insured a crowd—the size of which varies from month to month, but averages so much. The magazine men bring the crowd to the door of the advertiser's tent, but the crowd is like the proverbial horse, it is generally possible to lead a horse to water but it is not always possible to make it drink.

How many individuals of the crowd brought together by the circulation managers of the magazines read the advertisements gotten together by the advertising managers depends wholly upon the way the owner of the "show" presents his proposition in the time and space allowed him, and also upon the satisfaction he gave those who accepted his proposition in the past.

You can see that Luna Park, the White City, Coney Island, and the rest of the pleasure resorts, are conducted just about the same as a modern magazine, and that the live advertiser may learn a few wrinkles from the spielers at the side-shows that can be used to advantage in those places where the crowd is. And, other things being equal, the place to advertise is where the crowd is.

THOMAS DREIER,

Business Manager, Sheldon University Press, Libertyville, Ill.

THE LOOKING-GLASS IS A POOR MEDIUM.

The advertising novelty which consists wholly or in part of a looking-glass or mirror is, when all is said, an unprofitable advertising medium. How many men you meet carry a pocket mirror? Not one in twenty-five, yet there are thousands of these little mirrors given away every year by advertisers. You may laugh at superstition yet you will turn pale should you happen to break a mirror. That reputed seven years of bad luck is what makes the novelty which contains a looking-glass an unprofitable, nay, a wasteful means of advertising.

A few months ago a morning newspaper in a city of 50,000 inhabitants put into nearly every house a match-safe consisting of a large card to which were attached two match holders, a scratch pad and a small, round looking-glass. Why the glass was there I cannot say. It was a useless addition, too small for practical use, serving only as an excuse for an additional expense in getting up an otherwise excellent and practical novelty.

Shortly after these novelties were distributed I was visiting a neighbor who had received one and was using it. Happening into her kitchen I saw the novelty tacked on the wall near the stove, but the glass had been removed and the cardboard cut level with the top of the match-holders. Turning to my hostess, a suspicion in my mind, I asked her why she had removed the mirror and cut down the cardboard.

She replied, flushing slightly:

"It was of no use, anyway. It was too small to be of any service!"

Then she gazed defiantly at me as if daring me to contradict her.

I could fairly see in her eyes a horror of the consequences(?) of breaking a looking-glass!

In removing the mirror and cutting away the then useless cardboard she had cut away entirely the newspaper's ad.

I was given one day two pocket mirrors advertising a brand of cigars. As the case of my watch has always served me as a mirror on those occasions when I am in doubt as to my necktie being in its proper position, I had no use for the mirrors. I wouldn't have carried them anyway! I gave one to a friend whom I met in a cigar store. He read the advertisement on the back, adjusted his tie and then laid the mirror on the counter and purposely left it when he departed.

I offered the other to a young lady.

"Oh, thank you," she shuddered, "but I'd be afraid of breaking the horrid thing."

I will grant that nearly every lady carries a mirror in her handbag but *you* will have to admit that in nine out of every ten cases the mirror reposes securely against possible breakage in a pocket made especially for it.

You can't get away from that superstition of "seven years bad luck if you break a looking-glass." It's human nature, and you're only wasting money when you try to force on some one else something *you yourself would refuse!*

GEORGE F. WILSON.

WANTS TO KNOW WHERE HE COMES IN.

Two women who had dallied with too much joy water in the thirst parlors along the Great White Way in New York one evening last week fell through the show window of a cigar store at Madison avenue and Forty-second street.

After rescuing them from the shattered glass, the proprietor turned the lachrymose pair over to a policeman, who took them to the Night Court, where they were fined \$3 each. The next morning the tobacconist placed this sign on the window in the store:

This window was smashed by
two intoxicated ladies.
The magistrate fined them \$3 each.
The window cost \$80.
Where in — do I come in?

The sign is flanked by three exhibits: "A," a portion of the directoire gown and its trimming worn by one of the ladies; "B," a woman's sidecomb, and, "C," a green hat with purple trimmings. The exhibit attracts much attention.

HAS A GUILTY CONSCIENCE

Frank Spera, a former resident of Akron, Ind., has caused to be inserted in various newspapers this novel announcement:

I want to make restitution and beg pardon of the people through the newspapers. When I was in the butcher business in Akron I mixed tallow with lard and sold it to my customers. I ask all of these people in Jesus' name to forgive me of the offence; and if there are any who are not satisfied with just forgiving me, if they will send me a statement of the amount that they think they were wronged honestly, between God and man, I will make all wrongs right.

The Baltimore *Journal* recently gave a dinner to the advertising men connected with the various business houses of the city, with a view of assisting in the formation of an advertising club. Louis Waterman, who was recently appointed manager of the *Journal*, presided.

Frank B. Noyes, editor and publisher of the Chicago *Record-Herald*, who was in New York this week, asserts that there has been a decided improvement in the business situation in Chicago since the election. "For nearly a year," he said, "merchants have found it hard work to induce people to visit their stores. There was little money in circulation and hence there was little to spend. Right away after election the stores began to fill up and now business is exceedingly good. This means that there has been a decided increase in the volume of advertising. The outlook in the newspaper publishing business is therefore most promising."

A new rate went into effect on the Chicago *Record-Herald* on Dec. 1 the character of which is so unusual as to deserve special mention. To advertisers who use 100,000 or more lines annually, under a five year contract, the publisher makes a rate of 15 cents for the first two years, 16 cents for the third year, 18 for the fourth year and 20 cents for the fifth year. The *Record-Herald* has several advertisers who use over 200,000 lines.

Henry C. Howes is now Pennsylvania field representative of The McFarland Publicity Service, Harrisburg. Mr. Howes preceded Conde Nast as advertising manager of The Pattern Publications and was previously advertising and sales manager, at different times, for both Hershey and Wilbur, the Pennsylvania Chocolate manufacturers. For a time, also, he was associated with E. St. Elmo Lewis in an advertising agency at Philadelphia.

Adolph Kruhm has recently joined the staff of The McFarland Publicity Service, Harrisburg, coming to his position from the Barteldes Seed Company, Lawrence, Kan. Mr. Kruhm was formerly connected with W. Atlee Burpee & Company, Seed Merchants, of Philadelphia.

Irwin Spear, of the Mahin Advertising Company, Chicago, in remitting \$5 for four years' subscription to *PRINTERS' INK* says: "I wish I could write all my checks with the same certainty of getting value received—and then some."

Robert F. MacClelland has recently been appointed advertising manager of *Yachting and Pottery and Glass*.

MADE A CONVERT BUT NOT A CUSTOMER.

Much good ink has been spread in efforts to impress upon advertisers the advantage of keeping sales machinery abreast of advertising. There still is room for missionary work in this respect, with particular reference to a place in Massachusetts, called South Weymouth.

For years I have seen in various magazines some very handsome, polished advertisements which set forth that Stetson shoes are a good buy at from \$5.50 to \$9.00, or words to that effect. They contained an admonition to "look for the red label" and an offer to send a booklet on request.

I liked the shoe pictures in the ads and thought I would try a pair of Stetson's, but I didn't know where to buy them.

Of course the magazine ads didn't give me the information; neither did a good-sized ad I recall seeing in the local papers.

I looked in the store windows and bought Regal's, Sorosis' and two or three local makes, as my desire for Stetson's was not sufficiently strong to make me search out the company's address and write.

Last summer my brother-in-law came on from Pueblo, Colorado, wearing a pair of Stetson shoes. His recommendation was strong enough to send me on a quest for the red label. I phoned to four department stores and half a dozen shoe stores but no one knew where Stetson's were sold. One department store formerly carried them but had discontinued the line. Two months passed; then came a magazine with a page ad giving the address of the Stetson Shoe Company as South Weymouth, Mass.

I wrote a postal card to the firm asking where I could buy Stetson shoes in Philadelphia. I waited a week. Then, needing shoes badly, I bought a pair bearing the W. L. Douglas trademark. Some days later I received in reply to my inquiry a letter, beginning: "In response to your request we

are sending you a copy of our booklet," etc., etc. The letter contained this amazing paragraph:

"We have no customers in Philadelphia at present but will refer you to our store, The Stetson Shop, 7 Cortlandt Street, New York City. They will be glad to show you anything about what we have in Stetson Shoes."

No customers in Philadelphia! Surprising, isn't it, when folks are asked to go to New York for their shoes, even though 7 Cortlandt Street is near the ferry! And not even an offer to sell by mail!

The Stetson Company may have good reasons for not being represented in Philadelphia. There are two million people within a buying radius of that city. The climate makes the wearing of shoes a necessity. Some Philadelphians can afford to pay from \$5.50 to \$9.00 if they are convinced the shoes are worth it. Three or four of our dealers sell no shoes below \$5.00 in cost. A new shoe house was opened here this Fall with a \$30,000 local advertising appropriation and eleven different makes of shoes in stock.

Perhaps the Stetson Shoe Company can afford to neglect this field. But can they afford to waste that portion of their magazine expenditure which buys circulation in the Philadelphia district? Can they afford to waste the advertising which appeared in Philadelphia newspapers just about the time the department shoes are not sold here?

In their letter, they say every person who once buys Stetson shoes is a customer for life. Can they afford to lose customers presumably so made when their shoes were not sold here?

This is offered, not as a criticism of business methods of the Stetson Shoe Company, but as a concrete example of how many firms scatter good seed in fields which they never reach with the scythe or mowing machine.

What's the use of spending money to convince a man he should have your shoes, or hat, or automobile, or toothpick, or shaving soap if you don't make it possible for him to buy?

PAUL LEWIS.

BERNHEIMER'S STRIKING ADVERTISING METHODS.

WHAT THEY WERE AND HOW THEY BUILT UP THE LARGEST "POPULAR PRICE" DEPARTMENT STORE IN BALTIMORE—UNIQUE CHARACTER OF THE COPY EMPLOYED—MORNING NEWSPAPERS CHIEF MEDIUMS USED — SCHEMES FOR GETTING PEOPLE TO VISIT THE ESTABLISHMENT—TALKS THAT APPEAL TO THE CROWD.

Stories of business success growing out of small beginnings have, in the minds of some, become commonplace in America, because of the monotonous sameness of their details. The contributory causes in the creation of a splendid business growth in St. Louis are essentially the same as those that produce a like result for a similar organization in Pittsburg or Omaha.

There is, however, in Baltimore, a department store that has achieved extraordinary success by advertising methods that I believe to be absolutely unique.

Bernheimer Brothers, now the largest "popular price" department store firm in the city, started their business less than twenty years ago in a little building 30x80 feet, on Lexington St., in the heart of the shopping district. They soon found it necessary to secure more space, and added the adjoining building on Lexington St. When further expansion on this street seemed unwise, owing to the high price of real estate on that thoroughfare, they built through to Fayette St., the next street south, tunneling under and bridging over the intervening alley.

This six-story Fayette St. annex, which is thoroughly fireproof, up to date, and nearly twenty times as large as the original store, was thrown open to the public on Monday, March 9, 1908. In response to a page advertisement in each of the Baltimore morning papers, the *Sun* and the *American* of that date, it is estimated that 100,000 persons availed themselves of the invitation to inspect the building.

This finely organized business establishment with its tens of thousands of customers, although a splendid testimonial to the energy and business shrewdness of its owners, Messrs. Ferdinand and Herman Bernheimer, I. I. Wolf and Charles L. Faulkner, is, first of all, a monument to the value of newspaper advertising, for that is the force that contributed most to its upbuilding, for Bernheimer's is the largest single user of newspaper space in Baltimore.

The advertising of the house has been in the hands of I. I. Wolf, one of the partners, for many years. Mr. Wolf was born in Alzei, Germany, and came to the United States when a young man, where he selected Baltimore as his home. He secured several positions and finally went with the Bernheimer firm. After two years the members decided he would be a valuable partner, and he was given an interest in the business.

Mr. Wolf had had no advertising experience when he began and allowed no precedents to guide him in preparing his copy. He struck out in his own way, and "his own way" proved quite as different from that of Wanamaker's and other department stores as Wolf is different from the usual advertising manager.

There was but one point of resemblance: his ads were printed in black ink. It was a hard pull at first, as Mr. Wolf stated in one of his advertisements:

"When Bernheimer first opened his little 30x80 store and put in the various departments which constitute a department store, our Baltimore merchants ridiculed him; called him eccentric; said he would never make it go; called him a cheap guy. When Bernheimer was seen on the streets invariably he would be greeted with 'Hey, Berney!' 'Hey, 291' '534' and '0,' and 'What are you going to do next?' But it was not very long before some of the Baltimore merchants realized that this ridiculous Bernheimer's ideas were not altogether an eccentricity, but that there was a method in his madness.

In reaching the public Bernheimer has pinned his faith almost entirely to the week-day issues of the Baltimore morning papers, the *Sun* and *American*, and the *Herald*

when that paper was a morning journal. He never used the Sunday papers. The evening papers had not been employed up to a few months ago when a small music department advertisement began to appear once a week. The street cars have only been patronized for a short period to call attention to the new building.

It was, however, not so much in the placing of the business that Mr. Wolf's ideas differed from the accepted standards of department store advertising as the kind of copy and the style of typography used and the startling press agent methods he followed in focusing the attention of the public on his announcements.

The greater portion of the advertisements, which occupied from one and a half to three full columns each day, was set in agate lower case with small heads every eight or ten lines. These heads were seldom larger than long primer or 12-point Contour. No eye-attracting black type effects and few verbose "talks" were employed, the space being devoted to prices line after line, like the following:

Lace Counter Bargains

Fayette Street Entrance.

- 21 39c. Val. Lace and Inserting, 21c.
- 21 dozen.
- 5 12c. Pearl Buttons for 5c. dozen.
- 10 15c. Embroidered Laundered Col-
- 10 lars, 10c.

Embroidery Counter

Lexington Street Entrance.

- 6 15c. Embroideries, 6c. yard.
- 10 19c. Silk Veiling, 10c. yard.
- 5 10c. Embroidered Turnover Col-
- 5 lars, 5c.
- 1 5c. Pearl Buttons, 1½c. dozen.
- 10 Lawn Ties, Collar attached, 10c.

Men's Hats, 69c.

- 69 300 more of those Men's Soft and
- 69 Stiff Hats at 69c.; sold elsewhere
- 69 as bargains at \$1.50.

First Floor, Fayette Street.

Fancy Vests, 89c.

- 89 200 more of those Men's \$4 and
- 89 \$5 Fancy Vests at 89c.; come
- 89 early.

First Floor, Fayette Street.

Bernheimer's elected to create and fill the field of a "Bargain Store" and bent all energy toward

the assembling of bargains that would appeal to the masses on the principle that "Prices will speak for themselves." It has never been a popular store with what is known as "the carriage trade," but the middle class read the advertisements and flock by hundreds to get the offerings.

Every day Wolf managed to offer a striking bargain for 29c. or 5¼c. or \$1.98 that would appeal to the economical, and every now and then used some new means to arrest attention. In this respect his methods were not unlike those of the press agent and the ideas were quite as extraordinary as those sent out by the cleverest of these theatrical boomers.

To-day it might be a live baby offered for adoption; to-morrow, a live sheep at so much for the fore quarters, so much for the hind quarters, and so much for the wool; the next day an appealing bargain like this:

- 1 up to \$3 Straw Hat,
- 1 Package Toy Gusto,
- 1 Can Baked Beans,
- 1 Can Potted Ham,
- 1 Can Sardines
- And 2 Good Cigars,

} All
for
39c.

Occasionally the programme was varied by inviting the public to visit a free wild animal show on the third floor and urging parents to bring the little ones with them.

The following style was used quite frequently. It was always effective because it appealed to the great American sense of humor as well as the pocketbook:

SHOES, 12½c.

EACH

Worth up to \$4 Pair.

Sale at 10:30

One-Legged People Hurry

- 12½ Men's Shoes and Oxfords, La-
- 12½ dies' Shoes and Oxfords, Boys'
- 12½ and Youths' Shoes, Girls' and
- 12½ Children's Shoes and Oxfords—
- 12½ Tan, Black, White and Patent
- 12½ Leather. Now comes their history.
- 12½ They were the samples of Plitz
- 12½ Shoe Company, and hence are
- 12½ odd Shoes, but we matched them
- 12½ up into pairs as near as possible.
- 12½ Some of them can't be told apart.
- 12½ Samples of shoes that sold up to
- 12½ \$4 a pair. Take them, while they
- 12½ last at 12½c. a shoe, or 25c. a
- 12½ pair, and we'll sell them separate
- 12½ if you want them that way. Now
- 12½ one-legged people, here is your

12½ chance. Can you beat it? Re-12½ member, most of them match into 12½ pairs, and you can get a pair of 12½ \$4 Shoes for 25c.

By this and similar announcements he aroused the interest of his public and kept them wondering what "Bernie," as he encouraged his customers to speak of the store, would do next.

In following this method the Bernheimers have sacrificed dignity, but have gained much in the good-will and familiarity of their customers, which means dollars in the end.

Occasionally, however, Mr. Wolf would depart from his severe style and introduced a special department or an exceptional bargain with an inimitable "talk," of which the following is a sample:

WHY IS IT
THAT WE SELL
FURNITURE

CHEAPER THAN ANYWHERE?

Ding! Ling! Ling! goes the front door bell on Monday morning early. Oh, look who's here—the installment collector holding out his hand for your weekly tribute toward the installment furniture man's wealth! When you buy furniture on installment you pay 8 times our price and, besides, the installment man owns you body and soul. Don't you dare to move any of that furniture for you are constantly in dread, for should your wage-earner lose his job, up backs the wagon and out goes the furniture, besides all the money you have already paid. When you buy Furniture from us you buy from a strictly cash house, and we sell you Furniture at the same rate of profit as we sell butter and cheese and everything else in our house. We buy for cash and sell for cash. There is a floor full of Furniture for you to look at. Examine the quality—you'll find it up to the standard and a darn sight better. In most cases you pay about ½ the price that installment houses ask you. Your mind is easy, and if you should be called to your Maker the next moment you'll go with a clear conscience of not having contracted debts you have not been able to fulfil. Lead the simple life and buy your Furniture from Bernheimer. As an example, we quote below a few Furniture Bargains. Read what they are:

Oak Chiffoniers, \$2.98

Oak Dressers, \$4.98

Nursery Chairs, 49c.

Clothes Trees, 49c.

Mattresses, All Sizes, \$1.40

Dining Room Chairs, 69c.

Woven Wire Springs, 98c.

Round Extension Tables, \$7

Complete Parlor Suits, \$8.98

Again it would be deemed expedient to warn Bernheimer's patrons of the end-of-the-season

mark-down sales of the clothing houses in the following manner:

CLOTHING

WELL! WELL!! WELL!!!

LOOK WHO'S HERE!

THE BUGABOO SALES

The usual Bugaboo Clothing Sales are in full blast. ¼ price, ¼ off, ¼ price, any old price at all. Clean sweeps. One takes in partners, others put 'em out, or in other words, the baby has got to have a name. Everything is being sold at a mere song—at least, so reads the papers—but tell us truly

At these sales

Can you buy

Boys' \$1.50 Suits for 69c?

Boys' \$2 Suits for 98c?

Mr. Wolf's language would never be mistaken for the lucubrations of Henry James or Edith Wharton, but in his field among Bernheimer's patrons his writings are better known than either of these two.

Some may say his style is undignified, and Kipling would call it

" . . . Talk of common things,
Words of wharf or market place,
And the ware the merchant brings,"

but this is the best kind of talk for a store like Bernheimer's.

Bernheimer's success may be attributed first of all to the intelligent use of newspaper advertising, always the best where prices are quoted and direct results desired.

Second, to taking advantage of the opportunity while the time was ripe for the establishment of a cheap priced cash store for the people, and last but not least, to the style of advertising matter and methods adopted for reaching the class to which Bernheimer's looked for its patronage.

J. W. DOVE.

Maynard T. Joy, for many years connected with the *Homestead* of Des Moines, Iowa, as advertising writer and solicitor, has been appointed manager of the New York office of the *Merchants' Trade Journal*.

The Bemidji Commercial Club, of St. Paul, has adopted resolutions urging the Minnesota legislature to make an appropriation of \$100,000 for advertising the State's advantages.

PRINTERS' INK.

THE HOME PATTERN CO.
Manufacturers and
Distributors of
THE LADIES' HOME JOURNAL PATTERNS
NEW YORK

THE
MONTHLY
STYLE BOOK
THE
QUARTERLY
ADVERTISING DEPARTMENT
METROPOLITAN TOWER
NEW YORK



NEW YORK Metropolitan Tower
CHICAGO 747 Marquette Bldg
BOSTON 181 Devonshire St

SUBJECT:
The Unthinking
Advertising Man

Mr. American Manufacturer,
Busytown, U. S. A.

Dear Sir:-

With practically no pecuniary sacrifice on their part, the daily newspaper gets into the hands of its readers. And compared with the 10 cent magazines, for instance, it is cheaply printed on poor stock.

Yet, notwithstanding its short life, its cheap circulation, its poor press work and its cheap stock, the newspaper gets for its advertising space thousands of dollars where the magazine gets hundreds.

The answer is: No matter how it looks or how it is circulated, the newspaper is of the utmost interest to those into whose hands it falls.

Now, supposing the advertising value of the daily newspaper had not already been demonstrated, the unthinking advertising man would be apt to take one look at its method of distribution, at the quality of its press work and stock, and say: "Not for me"

Likewise, in considering the possible advertising value of the Monthly Style Book, the unthinking advertising man will look at its methods of distribution, the quality of its stock and press work, and say: "Not for me"

He won't stop to consider that, like the newspaper, though cheap in stock and inexpensively circulated, the Monthly Style Book is of the utmost interest to those who get it.

For those who care to look at the matter in a "thinking" way, certain facts are printed on the next two pages.

Very truly yours,

THE HOME PATTERN COMPANY.
By *Conde Nast*

6

The Unthinking Advertising Man

Next Letter—

Would You Use a Newspaper

(Over)

The Unthinking Advertising Man

1. He won't stop to consider that what baseball news is to a "fan", what Wall Street news is to a financier, what political news is to a politician, *fashion news* is to a woman.
2. He won't stop to consider that the Monthly Style Book is a *pictorial* reporter of fashion news—not just any fashion news, but the news of that pattern considered by millions of women to be the best fitting, the best styled, the most modern of patterns.
3. He won't stop to consider that these women who prefer to dress themselves and their children by the

best styled, the most modern of patterns.

3. He won't stop to consider that these women who prefer to dress themselves and their children by the Ladies' Home Journal Patterns, actually arrange their dressmaking dates, and even their shopping trips, by the time of issue of the Monthly Style Book.

To sum up:

He won't stop to consider that these Monthly Style Book pages have an extraordinary hold on women:

- 1st. From the mere fact that they report Fashion News.
- 2d. From the fact that they report authoritative fashion news—the news of Ladies' Home Journal Patterns—news that to 2,000,000 women is the most important of all news!

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET,

NEW YORK CITY.

Telephone 5302 Chelsea.

President and Treasurer, J. D. HAMPTON.

Secretary, J. I. ROMER.

The address of the company is the address of the offices.

London Agt., F. W. Sears, 50 52 Ludgate Hill, E. C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

New York, Dec. 2, 1908.

A Sign of the Times

We have had recently some encouraging indications that the advertising world is beginning to interest itself in certain underground operations which we have characterized as "press-agentism." For the benefit of those who do not as yet appreciate the growth of this excrescence on legitimate advertising, we reproduce herewith a specimen of the little ads that may be seen from time to time in the want columns of metropolitan dailies:

CAPABLE JOURNALIST.

A CORPORATION MAINTAINING AN EXTENSIVE PUBLICITY DEPARTMENT REQUIRES THE ENTIRE SERVICES OF A CAPABLE JOURNALIST; SHOULD HAVE SOME GENERAL KNOWLEDGE OF EUROPE AND BE ABLE TO CONDUCT A NEWS SERVICE AND PREPARE GOOD DESCRIPTIVE ARTICLES AND FEATURE STORIES FOR PUBLICATION; APPLICATIONS FOR INTERVIEWS IGNORED UNLESS ACCOMPANIED BY FULL PARTICULARS AS TO EXPERIENCE, QUALIFICATIONS AND MONTHLY SALARY EXPECTED. ADDRESS S. R., 504 HERALD.

We do not know just what "corporation" in this particular instance is seeking the services of a "capable journalist" nor have we taken means to find out. Any one of a hundred guesses might be right. But there is no ques-

tion at all about the purpose that lies back of this innocent(?) little "want." Another corporation has become wise to what a "capable journalist" may accomplish in the way of free publicity for his employer and still another effort is to be made to creep into the reading columns of the newspapers when the transaction should properly be conducted at the business counter.

Mr. Advertiser, do you think this matter does not interest you, that it has no particular application in your own case? The corporation that inserts the above want may be your deadly rival. Presently the reading columns of many newspapers will blossom with "good descriptive articles and feature stories" in the interest of your competitor. What will you do about it? Will you clamor at the newspaper offices to have the stable door locked after the horse has been stolen? Will you attempt to counteract the effect of "feature stories" for which your competitor pays nothing with display ads for which you must pay big money? Or will you, too, seek subterranean channels of publicity and add to your staff a "capable journalist" who knows how to dress things up so that they will pass muster in the editorial rooms?

Mr. Publisher, do you know how much you may be losing in dollars and cents through the activities of the press agents? Have you ever had a council with your editorial department on the subject and put them on their guard? Have you any idea where this sort of thing is going to wind up if you don't adopt some strong repressive measures? For example, the telephone companies are spending liberal sums in straight legitimate advertising for the purpose of influencing public opinion. It is a fine campaign and we are all glad to witness it. Supposing they had elected to employ a few "capable journalists" instead of a regular advertising agent, would you, Mr. Publisher, care very much one way or the other?

The advertising manager of a leading daily in a large Western city says: "If PRINTERS' INK never did another thing beyond exposing the press agent abuse, it would justify its right to existence and to the gratitude of the advertising world. Here is an experience I recently had right in my own city. A new hotel was to be launched and I was asked to figure on a proposed advertising campaign. The price came close to \$5,000. The hotel proprietor wanted me to accept \$3,000. I stiffened up and told him on my word of honor as a gentleman that he could not buy that space for a cent less than my quotation. Imagine my feelings when I picked up our Sunday paper a few weeks later and saw a double-page spread on the new hotel, written up by one of our best special writers and fully illustrated with pictures of 'the magnificent lobby,' 'the imperial suite,' the portrait of the \$20,000 chef imported from Paris, etc. The hotel man did not have to spend \$5,000 or even \$3,000. He got a first-class ad without money and without price and we paid our salaried men to get up the copy in the bargain. The joke was on me, or rather on the stockholders of my paper. I really can't blame advertisers for employing press-agents so long as so many good papers remain complacent. We must get together and I hope PRINTERS' INK will keep on poking up the sleepy ones."

Put This Lie In Its Grave Many years ago some one started on its travels the lie that "ninety-five per cent. of the men who embark in business fail" and it is still doing service. You will find it quoted in addresses to young men as a warning, it is used to console those whose careers have been fizzles, and it is trotted out by publishers whose mediums have proved unprofitable to advertisers.

It's a ridiculous lie and the wonder is that so many people have believed it. If ninety-five out of every hundred men who embark in business fail, how long would

it be before the entire wealth of the country would be in the hands of five per cent. of the population?

Did any one every ask Dun's or Bradstreet's for the percentage of failures and get such an answer as that?

If a majority of those who use the advertising columns of the various publications did not get satisfactory returns for their outlay would they continue to advertise?

Let us bury this ninety-five per cent. lie so deep that no one will ever hear of it again. Certainly no intelligent man should be guilty of making use of it except to show its absurdity.

Educating the Salesman

Mr. Thomas Russell, our resident London correspondent, in an article printed in these columns last week, called attention to the effect specialty advertising is having upon English retailers and their salesmen. He said that owing to the extensive advertising now done by the manufacturers of food products and other articles of general consumption, storekeepers in that country no longer possess that intimate knowledge of the goods they sell once deemed necessary. All they now do is to lay in a stock of advertised goods and hand them over, without comment, to those who call for them.

In order to awaken a greater interest in and make them better acquainted with the products they handle, the National Association of Grocers' Assistants has inaugurated an educational movement among its members, which, it is hoped, will bring about a great improvement in the entire body.

It is gratifying to know that the conditions that obtain in England do not obtain to the same degree in America. In the first place our shop keepers and their clerks are, as a class, better educated and of a higher type. They are constant readers of the newspapers and magazines and are therefore better informed as to the character of the goods they handle. Moreover, manufacturers, realizing how much depends upon the intelligent

co-operation of retailers and their assistants, take special pains to furnish them with printed matter in the form of attractive booklets, cards and circulars that will give them an accurate knowledge of their products.

The general advertiser whose advertising efforts are confined to the education of the consumer, to the neglect of the very persons who can help him most in pushing his goods, is indeed short-sighted.

While it is a fact that people usually know what they want when they visit the grocery or the dry-goods stores, it is also true that the advice of the clerks is frequently asked as to the merits of a particular article.

It is therefore highly important that not only the jobber and store-keeper should be made acquainted with the selling points of the goods for which a market is sought, but that the clerks who come in direct contact with the customers should receive special attention. This plan is of paramount importance to manufacturers in building up a demand for a new article.

Passing of Long Hair Advertising

It was formerly a standing rule among the old-time patent medicine men, that to be successful they must wear their hair long, adorn their shirt fronts and fingers with snarklers, and cover their pates with broad-brimmed hats.

They attracted attention wherever they went because of their unusual appearances. People in the smaller cities were much impressed and stared at them in the hotels and on the streets. Their curiosity was aroused, and when night came and torches were lighted around the medicine man's carriage, crowds gathered to listen to his stories, to watch his slight-o'-hand tricks, and, later, to dig down in their jeans for money with which to pay for the worthless nostrums they sold.

The medicine man dressed in a startling manner to advertise himself and his business. And it was

good advertising, too, for it drew the crowds.

When Joaquin Miller, the poet, went abroad, he found that Britishers best appreciated him when he clothed himself in a Wild West costume, and so half the time he affected that style of attire. People knew that he came from the breezy West, where the buffalo, the wild antelope and the painted Indian abound, and they wanted him to look the part of the poet of the Sierras, and he accommodated them. In other words, he advertised himself.

The growth of newspaper and other forms of printed advertising is robbing us of the picturesque characters that formerly gave life and color to the passing throngs in the streets. The old timers who contracted the habit of ostentatious personal display are passing away. Buffalo Bill and Major Burke still wear long hair and broad-brimmed slouch hats for business purposes, but when they are gone there will be none to take their places.

Something besides queer clothes, whiskers and Little Willie collars are now necessary to excite an absorbing interest in what a man has to sell whether it's poetry or little liver pills. Printers' ink is the Aladdin's lamp that turns merchandise into gold.

The Puzzle Tipster

An odd business has grown up in London the past few years. Cheap British magazines hold much of their circulation through offering cash prizes for solutions to puzzles. Several hundred enterprising persons sell "solutions" to the week's puzzles in the various penny papers, advertising much like the tipsters on races. The average puzzle tipster offers to sell in, say, a missing-word contest, one solution for sixpence, three solutions for a shilling, six for one-and-six, etc. Some offer a sample solution free. Others sell a weekly service of solutions to all the puzzles. "No win, next free" is another offer. All boast of their solutions that won last week.

SAVE THE HOSS MARINES.

To President Roosevelt:

The P. O. D. 'll catch you ef you don't watch out.

—Old ditty in new duds.

The recent Presidential order confining the activities of the Marine Corps to the Philippines and the Canal Zone may lead the President into difficulties. The dazblers issued by the corps to attract recruits play up foreign travel and the opportunities to see the world when in Uncle Sam's service. If the marines are to be cut off from these advantages, the advertising does not ring true, and hence the P. O. D. may have to issue a fraud order against the Marine Corps, with a rider for the President.

Sh-h-h! Tell it to the Marines!

A GUARANTEE AND PROTECTION CERTIFICATE.

THE GRAF-MORSBACH Co.
Makers to the Trade.
Harness-Saddlery.
Cincinnati, O., U. S. A.

Editor of PRINTERS' INK:

GENTLEMEN:—Several weeks ago we mailed to you for your criticism a booklet about harness. As we have seen no note of it in your journal, we take it that perhaps there was too much in the book for you to read over.

Our policy is to keep hammering for business, first with the consumer, then with the dealer. We sell only to deal.

Enclosed we hand you copy of circular that we are now mailing to the trade, and would like to have your opinion about it.

Our guarantee is our big club, and we depend mainly on the quality of the goods to hold our customers.

Any comments that you may make, either direct or through your paper, will be appreciated.

THE GRAF-MORSBACH Co.,
(Signed) Per H. INGELS,
Mgr. Advt. Dept.

The booklet referred to in the above letter seems to have become lost in the shuffle, but the circular came along all right (probably because it was mailed with the letter, under full postage), and with it came a "Guarantee and Protection Certificate."

The circular—a four-page affair, printed in two colors, with Cheltenham text and half-tone illustrations, is not exceptional in

any respect, though the first page contains the following very sensible selling argument:

"TALK IS CHEAP, BUT IT TAKES MONEY TO BUY A FARM."

We know it is easy to put up a line of talk that sounds good, but promises amount to nothing unless they are faithfully performed.

We back our promises up with the strongest possible guarantee. A sample of Price Tag and Guarantee Certificate that we now attach to our wares is enclosed. You may freely warrant "Gemco" goods to your patrons; we'll stand behind you and make good any defect in either material or workmanship.

When you buy "Gemco" goods, you get your money's worth, or your money back.

THE GRAF-MORSBACH CO.,
Cincinnati, Ohio.

The "Guarantee and Protection Certificate" is enclosed in a tag envelope, that is, an envelope of heavy manila paper with an eyelet in one end by which it may be attached to the goods, like a shipping tag. The face of the tag is printed is follows:

Record No.
GUARANTEE INSIDE THIS TAG.

Number Trimmings
..... Price.....
Your money's worth, or your money back.

G
E
GEMCO
C
O

Trade Mark

The guarantee reads like this:

GUARANTEE.

We hereby authorize every dealer in our goods to make the following guarantee in our name:

All goods made by The Graf-Morsbach Co. and bearing their trade mark, are warranted free from imperfections, either of material or workmanship, and are sold with the understanding that a defect of either sort will be made good at our expense.

THE GRAF-MORSBACH Co.
Cincinnati, O.

And on the other side of the slip is this blank form for the

PROTECTION CERTIFICATE.

Style No.....Date.....
Sold to.....

Should any defect in workmanship or material appear, return goods with this guarantee, and defective part will be repaired or replaced without charge.

Signed.....
(Dealer's Signature.)

All this makes a noise like good business, but it strikes me that the very liberality of the guarantee—the fact that it sets no time limit, and that no provision is made for the differences of opinion which are likely to develop as to what is and what is not a defect in workmanship or material, are very likely to give rise to questions in minds of prospective purchasers.

I confess that I do not feel qualified to say in just what way the wording of the guarantee and certificate should be changed; and it is barely possible that it should not be changed. All depends upon whether it is really intended to be so broad and unlimited or whether the manufacturer and the dealer interpret it strictly according to letter.

There can be no possible question, it seems to me, of the selling help afforded by a guarantee or protective certificate bearing the dealer's signature, for no matter how widely advertised or how well known the manufacturer may be, there are those who will buy more and more readily if the dealer—somebody they know and can get into personal contact with—is made responsible for the satisfactory adjustment of any complaint that may arise.

The guarantee is certainly a good thing when it means anything, and it should be featured for all it is worth. In this case, local dealers should be furnished with good copy or electros placing strong emphasis on the guarantee, for use in their local papers. And some further inducement, if necessary, to get the dealer to use the stuff.

JACARTHUR.

The Baseball Magazine, of Boston, has opened a New York office in the St. James building, with Arthur P. Young in charge.

ANOTHER ADVERTISING
MANAGER WHO FEELS
SORE.

That the press agent abuse is not restricted to this country is shown by a communication received from Mr. T. P. Hunt, advertising manager of Catesby & Co., a firm doing a general house-furnishing business in London, England. Mr. Hunt's remarks, which commend themselves to PRINTERS' INK as entirely sane, are as follows:

"Your lucid leader joined to the title 'More Red Blood,' in your issue of October 21st, is most opportune; and ought to do a great deal of good. We have all along argued that advertising managers of newspapers ought to have more authority over what goes into the newspapers they are connected with, in respect to matters savoring of publicity. In this country the advertising managers of the daily papers rarely, or never, get a really interesting notice into the paper for their clients about goods or mercantile events.

"Yet, the same papers will contain puerile stuff—obvious puffs, germinated by press agents about actresses, actress-authors, chorus girls, and other people interesting and remunerative to press agents and no one else. In times gone by we have occasionally sent photographs or items of really general interest to the buying public, to various papers. Generally they have been refused as lacking in interest or matter value.

"Yet the same paper would publish some account—transparently legendary—that a certain actress had been rescued in Rotten Row by a Cabinet Minister. Another time one reads of a certain motor car bought by a certain actress of quaint repute, or showing another actress or chorus girl in her 10-hp. some-name motor car.

"Generally these things are too palpable to interest the public in the least, and the degree in which they do interest the public—when they do—is false, because the information basically is false. It is not merely the publication of these personal fallacies that gives the

store advertising manager the hump, it is knowing he pays thousands a year and still finds it difficult to get an interesting paragraph, when press agents can get half-columns without paying a tithe the store man pays. Why this curious state of affairs should be is difficult to tell.

"When a store in this country does get a notice it so strongly bears the imprint of an advertisement, and is tucked away in such a weird place, that a lot of the face interest is lost. When given they start something like this: 'Messrs. So-and-So have sent to us their Catalogue for the Autumn, and we feel sure our readers will derive pleasure and profit from a sight of the beautiful styles shown. A gratis copy can be obtained by writing—'

"That a notice of such weakness should be the standard allowed to traders when a much more interesting one could be published with a little co-operation with the store advertising man, is one of those things perhaps you can work on in some future leader.

"Now notice the wrong of it all. If times are slack with the newspaper advertising manager, he doesn't go to the press agents for advertising or increased advertising, he goes to the man who has his forewords or paragraph turned down by the editor.

"If editors refused all free publicity to actresses, chorus girls, motor-car people, Salome dancers with supposed aristocratic lineage, along with the trade notices, one would not growl or kick, but it is this refusal of legitimate truth about new goods and special events at the store, whilst using whatever piffle is sent in about actresses losing jewelry, buying motor cars, escaping assassination, engagements to scions of Royal houses, etc., which makes one lunge at newspapers generally.

"If you will only show the newspapers which way their interests hang, and assist their advertising managers to have a strong say about the publishing of press agents' personal paragraphs, we, at all events, will be thankful for your timely tonic."

NOT A BAD IDEA.

The Manufacturers' Outlet Company, which operates a large house furnishing store in Providence, recently inserted a full page advertisement in the local newspapers, the upper half of which was occupied by reproductions of spread heads from eleven prominent dailies announcing the start of the prosperity boom and the business awakening. Beneath them were these lines running across the page: "The business world resumes its equilibrium and good times are assured. We bought heavily during the depression at big price concessions, for spot cash. Prepare for the Thanksgiving feast with Outlet values."

Will You Accept This Business Book if We Send it Free?

Sign and mail the coupon below. Send no money! Take no risk!

One hundred and twelve of the world's master business men have written ten books—2,193 pages—1,497 vital business secrets. In them is the best of all that they know about.

- | | |
|---------------------|--|
| —Credits | —Office Systems |
| —Collections | —Short-cuts and Methods for every line and department of business. |
| —Accounting | —Position-Getting |
| —Cost-Keeping | —Position-Holding |
| —Organization | —Man-Handling |
| —Retailing | —Man-Training |
| —Wholesaling | —Business Genealogy |
| —Manufacturing | —Competition Fighting |
| —Salesmanship | —and hundreds and hundreds of other vital business subjects. |
| —Advertising | |
| —Correspondence | |
| —Selling Plans | |
| —Handling Customers | |

A 9,000-word booklet has been published describing, explaining, picturing the work. Pages 2 and 3 tell about managing businesses great and small; pages 4 and 5 deal with credits, collections and with rock-bottom purchasing; pages 6 and 7 with handling and training men; pages 7 to 12 with salesmanship, with advertising, with the marketing of goods through salesmen, dealers and by mail; pages 12 to 15 with the great problem of securing the highest market price for your services—no matter what your line; and the last page tells how you may get a complete set—bound in handsome half morocco, contents in colors—for less than your daily smoke or shave, almost as little as your daily newspaper.

Will you read the book if we send it free?
Send no money. Simply sign the coupon.

The System Co., 151-153 Wabash Ave., Chicago

If there are, in your books, any new ways to increase my business or my salary, I should like to know them. So send on your 16-page free descriptive booklet. I'll read it. (154-122)

Name

Address

Business

Position

PROTECTION CERTIFICATE.

Style No. Date.
Sold to.

Should any defect in workmanship or material appear, return goods with this guarantee, and defective part will be repaired or replaced without charge.

Signed.
(Dealer's Signature.)

All this makes a noise like good business, but it strikes me that the very liberality of the guarantee—the fact that it sets no time limit, and that no provision is made for the differences of opinion which are likely to develop as to what is and what is not a defect in workmanship or material, are very likely to give rise to questions in minds of prospective purchasers.

I confess that I do not feel qualified to say in just what way the wording of the guarantee and certificate should be changed; and it is barely possible that it should not be changed. All depends upon whether it is really intended to be so broad and unlimited or whether the manufacturer and the dealer interpret it strictly according to letter.

There can be no possible question, it seems to me, of the selling help afforded by a guarantee or protective certificate bearing the dealer's signature, for no matter how widely advertised or how well known the manufacturer may be, there are those who will buy more and more readily if the dealer—somebody they know and can get into personal contact with—is made responsible for the satisfactory adjustment of any complaint that may arise.

The guarantee is certainly a good thing when it means anything, and it should be featured for all it is worth. In this case, local dealers should be furnished with good copy or electros placing strong emphasis on the guarantee, for use in their local papers. And some further inducement, if necessary, to get the dealer to use the stuff.

JACARTHUR.

The Baseball Magazine, of Boston, has opened a New York office in the St. James building, with Arthur P. Young in charge.

ANOTHER ADVERTISING
MANAGER WHO FEELS
SORE.

That the press agent's abuse is not restricted to this country is shown by a communication received from Mr. T. P. Hunt, advertising manager of Catesby & Co., a firm doing a general house-furnishing business in London, England. Mr. Hunt's remarks, which commend themselves to PRINTERS' INK as entirely sane, are as follows:

"Your lucid leader joined to the title 'More Red Blood,' in your issue of October 21st, is most opportune; and ought to do a great deal of good. We have all along argued that advertising managers of newspapers ought to have more authority over what goes into the newspapers they are connected with, in respect to matters savoring of publicity. In this country the advertising managers of the daily papers rarely, or never, get a really interesting notice into the paper for their clients about goods or mercantile events.

"Yet, the same papers will contain puerile stuff—obvious puffs, germinated by press agents about actresses, actress-authors, chorus girls, and other people interesting and remunerative to press agents and no one else. In times gone by we have occasionally sent photographs or items of really general interest to the buying public, to various papers. Generally they have been refused as lacking in interest or matter value.

"Yet the same paper would publish some account—transparently legendary—that a certain actress had been rescued in Rotten Row by a Cabinet Minister. Another time one reads of a certain motor car bought by a certain actress of quaint repute, or showing another actress or chorus girl in her 10-hp. some-name motor car.

"Generally these things are too palpable to interest the public in the least, and the degree in which they do interest the public—which they do—is false, because the information basically is false. It is not merely the publication of these personal fallacies that gives the

store advertising manager the hump, it is knowing he pays thousands a year and still finds it difficult to get an interesting paragraph, when press agents can get half-columns without paying a tithe the store man pays. Why this curious state of affairs should be is difficult to tell.

"When a store in this country does get a notice it so strongly bears the imprint of an advertisement, and is tucked away in such a weird place, that a lot of the face interest is lost. When given they start something like this: 'Messrs. So-and-So have sent to us their Catalogue for the Autumn, and we feel sure our readers will derive pleasure and profit from a sight of the beautiful styles shown. A gratis copy can be obtained by writing—'

"That a notice of such weakness should be the standard allowed to traders when a much more interesting one could be published with a little co-operation with the store advertising man, is one of those things perhaps you can work on in some future leader.

"Now notice the wrong of it all. If times are slack with the newspaper advertising manager, he doesn't go to the press agents for advertising or increased advertising, he goes to the man who has his forewords or paragraph turned down by the editor.

"If editors refused all free publicity to actresses, chorus girls, motor-car people, Salome dancers with supposed aristocratic lineage, along with the trade notices, one would not growl or kick, but it is this refusal of legitimate truth about new goods and special events at the store, whilst using whatever piffle is sent in about actresses losing jewelry, buying motor cars, escaping assassination, engagements to scions of Royal houses, etc., which makes one lunge at newspapers generally.

"If you will only show the newspapers which way their interests hang, and assist their advertising managers to have a strong say about the publishing of press agents' personal paragraphs, we, at all events, will be thankful for your timely tonic."

NOT A BAD IDEA.

The Manufacturers' Outlet Company, which operates a large house furnishing store in Providence, recently inserted a full page advertisement in the local newspapers, the upper half of which was occupied by reproductions of spread heads from eleven prominent dailies announcing the start of the prosperity boom and the business awakening. Beneath them were these lines running across the page: "The business world resumes its equilibrium and good times are assured. We bought heavily during the depression at big price concessions, for spot cash. Prepare for the Thanksgiving feast with Outlet values."

Will You Accept This Business Book if We Send it Free?

Sign and mail the coupon below. Send no money! Take no risk!

One hundred and twelve of the world's master business men have written ten books—2,193 pages—1,497 vital business secrets. In them is the best of all that they know about.

- | | |
|---------------------|--|
| —Credits | —Office Systems |
| —Collections | —Short-cuts and Methods for every line and department of business. |
| —Accounting | —Position-Getting |
| —Cost-Keeping | —Position-Holding |
| —Organization | —Man-Handling |
| —Retailing | —Man-Training |
| —Wholesaling | —Business Genealogy |
| —Manufacturing | —Competition Fighting |
| —Salesmanship | and hundreds and hundreds of other vital business subjects. |
| —Advertising | |
| —Correspondence | |
| —Selling Plans | |
| —Handling Customers | |

A 9,000-word booklet has been published describing, explaining, picturing the work. Pages 2 and 3 tell about managing business great and small; pages 4 and 5 deal with credits, collections and with rock-bottom purchasing; pages 6 and 7 with handling and training men; pages 7 to 12 with salesmanship, with advertising, with the marketing of goods through salesmen, dealers and by mail; pages 12 to 13 with the great problem of securing the highest market price for your services—no matter what your line; and the last page tells how you may get a complete set—bound in handsome half morocco, contents in colors—for less than your daily smoke or shave, almost as little as your daily newspaper.

Will you read the book if we send it free?
Send no money. Simply sign the coupon.

The System Co., 151-153 Wabash Ave., Chicago

If there are, in your books, any new ways to increase my business or my salary, I should like to know them. So send on your 16-page free descriptive booklet. I'll read it. (158-122)

Name

Address

Business

Position

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA

Birmingham, Ledger, dy. Average for 1907, **21,861**. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, **9,464**. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1907, **6,819**. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS

Fort Smith, Times. Daily aver. 1907, **4,188**. Largest circulation in city of 35,000.

CALIFORNIA

Oakland, Enquirer. (Consolidated in Enquirer and Herald.) Average Aug., 1908, **49,808**. Largest circulation in Oakland guaranteed.

Sacramento, Union, daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, **53,069**; Sunday, **81,222**.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Evening Post. Sworn daily average Oct. 1908, **12,501**. Bridgeport's "Want" Medium.



Bridgeport, Morning Telegram, daily. Average for Oct., 1908, sworn, **12,470**. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1906, **7,856**. Average for 1907, **7,748**.

Meriden, Morning Record and Republican. Daily average 1906, **7,672**; 1907, **7,769**.

New Haven, Evening Register, daily. Annual sworn average for 1907, **16,720**; Sunday, **12,104**.

New Haven, Leader. 1907, **8,737**. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, Palladium, dy. Aver. '06, **9,540**; 1907, **9,870**.

New Haven, Union. Av. 1907, **16,548**; first six mos. 1908, **16,869**. E. Katz, Special Agt., N. Y.

New London, Day, ev'g. Aver. 1906, **6,104**; average for 1907, **6,547**; 6 mos., 1908, **6,712**.

Norwalk, Evening Hour. April circulation exceeds **3,500**. Sworn statement furnished.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1907, **36,486** (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. Oct., 1908, **11,795**. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union, morning. Average for October, 1908, **15,076**; Sunday, **17,360**.

Tampa, Tribune, morning. Average 1907, **12,816**. Largest circulation in Florida.

ILLINOIS

Aurora, Daily Beacon. Goes into homes. June, '08, **7,954**; July, **8,895**; August, **9,469**.

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, The American Journal of Clinical Medicine, mo. (\$2 00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, **37,794**.

Chicago, *Breeder's Gazette*, weekly. \$2. Average for 1907, 74,755. 4 months 1908, 74,339.

Chicago, *Dental Review*, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



Chicago *Examiner*, average 1907, Sunday 638,612, Daily 160,342, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Mad. Ass'n.*, weekly. Av. for '07, 52,217; Jan., Feb., March, '08, 53,087.

Chicago, *National Harness Review*, monthly. 8,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily 151,564; Sunday 216,464. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy

Chicago, The *Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (C.O.).

Galesburg, *Republican-Register*, Eve. Sept. av. 6,416. Only paper permitting exam. by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, 21,659.

Peoria, *Journal*, daily and Sunday. Daily average for 1907, 18,262.

INDIANA

Evansville, *Journal-News*. Av. 1907, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Lafayette, *Courier and Call*. 1907 av., 8,423. Only evening paper. Popular want ad medium.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,577; weekly, 2,641.

South Bend, *Tribune*. Sworn average nine months ending Sept. 30, 1908, 9,913.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1907, 8,937. "All paid in advance."

Davenport, *Times*. Daily aver. Oct., 16,967. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and evening. Daily average, 1907, 11,349; Sunday, 13,555.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; first 5 mos. 1908, 4,787. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, 4,217.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily 6,328; weekly 8,847.

KENTUCKY

Harrodsburg, *Democrat*. Gives advertisers more for their money than any other.

Lexington, *Herald*, mg., dy., av July, 8,030. Sunday, 9,390. Com. rates with *Eve. Gazette*.

Lexington, *Leader*, Av. '06, evening 6,187, Sun. 6,793; for '07, eve'g, 5,390, Sun. 7,102. E. Katz.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,438.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, 8,209. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1907, daily 10,018; weekly, 28,422.

Phillips, *Maine Woods and Woodsman*, weekly, J. W. Brackett Co. Average for 1907, 8,013.

Portland, *Evening Express*. Average for 1907, daily 13,514. Sunday *Telegram*, 9,585.

Waterville, *Sentinel*. 1907 average, 8,418 daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, *American*. Daily average for 1907, 75,662; Sunday, 91,209. No return privilege.

Baltimore, *News*, daily. Evening News Publishing Company. Average 1907, 77,748 For October, 1908, 78,292.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average 1907, daily. 181,344; Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



Boston, Traveler, daily. Est. 1825. In Oct. 1908 over the same period last year *The Traveler* gained 688,026 copies in Metropolitan circulation. Total circulation over 85,000. Aggressive Evening Paper of Boston. *The Traveler* is growing faster and more securely than any other Boston paper.



Boston, Post, Sept., 1908, daily average, 268,418. Sunday average, 234,407. The *Boston Post's* best July with both editions. *Post* carries more general advertising than any other Boston newspaper. "There's a reason."



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Clinton, Daily Item, net average circulation for 1907, 3,012.

Fall River, Evening News. The Home Paper. Actual daily average 1907, 7,049.

Fall River, Globe. The clean home paper. Best paper. Largest circ. Actual daily av. 1907, 7,550.

Gloucester, Daily Times. Every afternoon and evening. Sworn daily av. circulation 1908, 7,542.

Lawrence, Telegram, evening, 1907 av. 8,939. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1906, 18,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, 18,261.

Worcester, Gazette, eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (©). Paid average for 1907, 4,586.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 3,006.

MICHIGAN

Jackson Patriot, Average Oct., 1908, daily 3,420, Sunday 9,315. Greatest net circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1907, 14,749. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1907, 20,537; October, 1908, 19,878.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 23,093. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266; for 1907, 105,883.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most probably.



Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.



Minneapolis, Journal, Daily and Sunday (©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 72,578. Daily average circulation for Oct., 1908, evening only, 74,429. Average Sunday circulation for Oct., 1908, 71,180. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$5 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1907, 84,262.

CIRCULATIN **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 101,165.



St. Paul, Pioneer Press. Net average circulation for 1907. Daily, 35,716; Sunday, 35,466.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.



MISSOURI

Joplin, Globe, daily. Average, 1907, 17,080. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

St. Louis, National Druggist, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1907, 104,666.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer, weekly. 143,248 for year ending Oct. 30, 1907.

Lincoln, Freie Press, weekly. Average year ending Sept. 25, 1907, 142,989.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city
Average for 1907, **4,271**.

NEW JERSEY

Camden, Daily Courier. Actual average for
year ending December 31, 1907, **9,001**.

Jersey City, Evening Journal. Average for
1907, **24,330**. First six months 1908, **24,370**.

Newark, Eve. News. Net daily av. for 1906,
63,023 copies; for 1907, **67,193**; Jan. **69,289**.

Trenton, Evening Times. Av. 1906, **18,237**.
Av. 1907, **20,270**; last quarter yr. '07, av. **20,409**.

NEW YORK

Albany, Evening Journal. Daily average for
1907, **16,326**. It's the leading paper.



Brooklyn, N. Y. Printers' Ink says
The Standard Union now has the
largest circulation in Brooklyn. Daily
average for year 1907, **52,697**.

Buffalo, Courier, morn. Av. 1907, Sunday, **91,447**, daily, **61,604**; **Enquirer**, evening, **34,870**.

Buffalo, Evening News. Daily average 1905,
94,690; for 1906, **94,473**; 1907, **94,843**.

Mount Vernon, Argus, eve. Daily av. cir. 6 mos.
ending Sept. 30, 1908, **4,476**. Only daily here.



Newburgh, Daily News, evening. Average
circulation first quarter 1908,
6,088. Circulates throughout Hudson
Valley. Examined and certified by A. A. A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly
average, 6 mos. to June 27, '08, **10,169**.

Baker's Review, monthly. W. R. Gregory Co.,
publishers. Actual average for 1907, **8,784**.

Bensinger's Magazine, Circulation for 1907,
64,416; soc. per agate line.

Clipper, weekly (Theatrical). Frank Queen
Pub. Co., Ltd. Average for 1907, **26,641** (©).

El Comercio, mo. Spanish export. J. Shepard
Clark Co. Average for 1907, **8,833**—sworn.

Leslies Weekly, 225 F. h. Ave., W. L. Miller,
Adv. Mgr. **120,000** guaranteed.

The People's Home Journal. **864,416**, mo.
Good Literature, **458,666** mo., average circulations
for 1907—all to paid-in-advance subscribers.
F. M. Lupton, pub., Inc. Briggs & Moore,
Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average
circulation for year ending October, 1908, **10,291**
October, 1908, issue, **10,800**.

The World. Actual aver. for 1907, Mor., **345,424**. Evening, **405,172**. Sunday, **463,336**.

Poughkeepsie, Star, evening. Daily average
for first six months 1908, **4,456**; June, **4,691**.

Schenectady, Gazette, daily. A. N. Liecty.
Actual Average 1906, **16,309**; for 1907, **17,182**.

Syracuse, Evening Herald, daily. Herald Co.,
pub. Aver. 1907, daily **38,609**; Sunday, **41,120**.



Troy, Record. Average circulation
1907, **20,163**. Only paper in city which
has permitted A. A. A. examination, and
made public the report.

Utica, National Electrical Contractor, mc
Average for 1907, **2,542**.

Utica, Press, daily. Otto A. Meyer, publisher.
Average for year ending July 31, 1908, **18,087**.

OHIO

Akron, Times, daily. Actual average for
year 1906, **8,977**; 1907, **9,861**.

Ashtabula, American Sanomat Finnish.
Actual average for 1907, **11,120**.

Cleveland, Plain Dealer. Est. 1841. Act. daily
and Sunday average 1907, **74,911**; Sunday, **88,378**, Oct., 1908, **81,195** daily; Sunday, **84,640**.

Columbus, Midland Druggist, a journal of
quality for advertisers to druggists of the
Central States.

Dayton, Journal. 1907, actual average,
21,217.

Springfield, Farm and Fireside, over ¼ cen-
tury leading Nat. agricult'l paper. '07, **447,345**.

Springfield, Poultry Success, monthly av., 1907,
33,260. 2d largest published. Pays advertisers.

Youngstown, Vindicator. D'y av. '07, **14,768**;
Sy., **10,017**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906,
5,514; for 1907, **6,659**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1907 aver.,
20,152; Oct., '08, **29,241**. E. Katz, Agent, N. Y.

OREGON

Portland, Journal, has larger circula-
tion in Portland and in Oregon than any
other daily paper. Portland Journal,
daily average 1907, **28,808**; for Oct.,
1908, **30,637**. Vreeland-Benjamin, Representa-
tives, New York and Chicago.



Portland, The Oregonian, (©).
For over fifty years the great news-
paper of the Pacific Northwest—
more circulation, more foreign,
more local and more classified ad-
vertising than any other Oregon
newspaper. Oct. NET PAID CIR-
culation, daily, **35,111**, Sunday average, **44,028**.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1907, **7,640**.
N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1907, **18,811**;
Oct., 1908, **18,768**. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn av. Oct., 1908,
18,261. Largest paid cir. in Harrisbg or no pay.

Philadelphia, The Bulletin, net paid aver-
age for October, **229,539** copies a day. "The
Bulletin every evening goes into nearly every
Philadelphia home."

Philadelphia, The Camera, is the only best
photographic monthly. It brings results.
Average for 1907, **6,800**.

Philadelphia, Confectioners' Journal, mo.
Average 1906, **5,514**; 1907, **5,514** (©).

How many subscribers do you think *Farm Journal* has in Illinois or Iowa or Pennsylvania? Don't waste time thinking, but send right in to the home office and get the exact information. *Farm Journal* inaugurated the policy thirty years ago of subscription books open to every advertiser who was interested. In its history it has never made a sworn statement of circulation but its figures are generally accepted by those who know it best as being as near the truth as is possible to get.



Philadelphia. The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 124,006.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 15,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1907, 18,124

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1907, 17,903—sworn.



Providence. *Daily Journal*. 18,872 (©). Sunday, 25,169 (©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 46,881 daily.

Westerly. *Daily Sun*. Aver. cir. for August, 4,923 (sworn). Largest in south of Providence.

SOUTH CAROLINA

Charleston. *Evening Post*. Actual daily average 6 mos., 1908, 4,638; June, 5,184.



Columbia. *State*. Actual average for 1907, daily (©) 13,062 Sunday, (©) 13,887. Semi-weekly, 2,997. Actual average for first six months of 1908, daily (©) 13,314; Sunday (©) 14,110.

Spartanburg. *Herald*. Actual daily average circulation for first six months of 1908, 3,289.

TENNESSEE

Chattanooga. *News*. Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.



Knoxville. *Journal and Tribune*. Week day av. year ending Dec. 31, 1907, 14,694. Week-day av. January and February, 1908, in excess of 15,000.

Memphis. *Commercial Appeal*, daily, Sunday, weekly, 1907, average: Daily, 42,064; Sunday, 61,773; weekly, 30,078. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1906, 31,400; for 1907, 36,206.

TEXAS

El Paso. *Herald*, Jan. av. 9,008. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Av. 1905, 3,527; 1906, 4,113; 1907, 4,536. Exam. by A. A. A.

Burlington. *Free Press*. Daily average for 1907, 3,415. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1907, 3,126. Only Montpelier paper examined by the A. A. A.

Rutland. *Herald*. Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

St. Albans. *Messenger*, daily. Average for 1907, 3,332. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Av. 1907, 2,711; Oct., 1908, 3,073. Largest circulation. Only evening paper.

WASHINGTON



Seattle. *Post-Intelligencer* (©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Seattle. *The Seattle Times* is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its circulation of 52,416 daily, 71,887 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. You can't advertise in Washington effectively without *The Times*.

Tacoma. *Ledger*. Average 1907, daily, 17,482. Sunday, 25,002.

Tacoma. *News*. Average 1907, 16,535; Saturday, 17,610.

WISCONSIN

Janesville. *Gazette*. Daily average for 1907, 3,671; Oct., '08, semi-weekly 1,860; daily 4,648.

Madison. *State Journal*, daily. Actual average for 1907, 5,086.

Milwaukee. *Evening Wisconsin*, daily. Average 1907, 28,082 (©). Carries largest amount of advertising of any paper in Milwaukee.



Milwaukee. *The Journal*, eve., ind. daily. Daily average for 12 months, 55,518; for Oct., 1908, 57,832; daily gain over Oct. 1907, 5,382. 50% of Milwaukee homes at 7 cents per line.

Oshkosh. *Northwestern*, daily. Average for 1907, 3,630. Examined by A. A. A.

Racine. *Journal*, daily. Average for the last six months, 1907, 4,376.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877.
Actual weekly average for year ended Dec. 30, 1907, **56,317**.
Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily, **4,877**; semi-weekly, **4,420**.

BRITISH COLUMBIA

Vancouver, *Province*, daily. Av. for 1907, **13,846**; Oct., 1907, **15,018**; Oct., 1908, **16,610**. H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1907, daily, **36,852**; daily Oct., 1908, **41,061**; weekly aver. for month of Oct., **27,450**.

Winnipeg, *Der Nordwesten*. Canada's German newspaper. Av. 1907, **16,546**. Rates 56c. in.

Winnipeg, *Telegram*. Average daily, Oct., 1908, **27,194**. Weekly aver., **28,000**. Flat rate.

QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1907, daily **103,828**, weekly **50,197**.



Montreal, *The Daily Star* and *The Family Herald and Weekly Star* have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the *Daily Star* for 1907, **62,857** copies daily; the *Weekly Star*, **129,335** copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Daily News* is Chicago's Want Ad Directory.

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE *Tribune* publishes more Classified Advertising than any other Chicago newspaper.

INDIANA

THE Indianapolis *News*, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1908 being 286,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The *News'* classified rate is one cent a word, and its daily paid circulation over 75,000.

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 The Star carried 223.30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



MINNESOTA

★ **THE Minneapolis Journal**, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Oct. 177,030 lines. Individual advertisements, 25,604. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 20 cents.

☉☉ **THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

★ **CIRCULATION** **THE Minneapolis Tribune** is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by Am. News-issues. Rate, 10 cents per line. paper D'tory Daily or Sunday.

☉☉ **THE St. Paul Dispatch**, St. Paul, Minn., covers its held. Average for 1907, 68,671.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,000 Sunday.

NEW JERSEY

THE Jersey City Evening Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. Freie Zeitung (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE Argus, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 29,241. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Daily Telegraph, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE La Presse, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal Daily Star carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

☉☉ Gold Mark Papers ☉☉

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty-one are distinguished from all the others by the so-called gold marks ☉☉.

ALABAMA

The Mobile Register ☉☉. Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *the Evening and Sunday Star*. Average, 1907, 35,486 ☉☉.

GEORGIA

Atlanta Constitution ☉☉. Now, as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper ☉☉, Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago ☉☉. Actual average circulation for 1905, 15,866.

Tribune ☉☉. Only paper in Chicago receiving this mark, because *Tribune* ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (66). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (66); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (66).

Boston *Commercial Bulletin* (66). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (66), established 1830. The only gold mark daily in Boston.

Springfield *Republican* (66). Only Gold Mark daily in western Massachusetts.

Worcester *L'Opinion Publique* (66), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (66). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(66) Minneapolis, Minn., \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (66).

NEW YORK

Army and Navy Journal, (66). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (66) is THE advertising medium of Brooklyn.

Century Magazine (66). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (66), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (66). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (66). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

Engineering News (66). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (66). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (66). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York *Herald* (66). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (66) has the largest circulation of any technical paper in the world.

New York *Tribune* (66), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (66) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (66). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend their money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (66), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (66) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily *Press*, for 1907, 102,993; The Sunday *Press*, 124,006.

THE PITTSBURG
(66) DISPATCH (66)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (66), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (66), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The *Norfolk Lantmark's* list of subscribers contains no one induced by anything except merit as a good newspaper. (66) It's worth considering.

WASHINGTON

The *Post Intelligencer* (66). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The *Seattle Times* (66) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (66), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (66) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (66), was selected by Albert Frank & Co., as the only Canadian paper needed in their European resort campaign.

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

"Taking Time By The Forelock" is an excellent idea in all things, and particularly applicable

the text without crowding. Considered as a whole this little advertisement represents not only the

Take Time by the Forelock and use
DR. WILSON'S
 14. 1/6
 & 36
 PER BOTTLE
 Positive
 4c
 EXTRA
HAIR RESTORER
 FROM ALL HAIRDRESSERS CHEMISTS
 OR DIRECT FROM THE LABORATORIES
PARTON SON & CO BIRMINGHAM

№ 1

to the advertising of hair restorers.

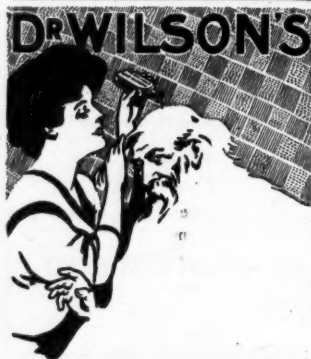
In this Dr. Wilson's advertisement Father Time looks more like the Village Blacksmith of the last Century just after being scalped by the Indians, and the severe female person anointing the scalped spot belongs to a period and a people concerning which we of today know nothing.

Father Time, shown in illustration No. 2, looks more as that benevolent gentleman should. The lady is of a more admirable type, and the general result more attractive and satisfactory.

* * *

This Spencerian Pen advertisement occupied in the original only two inches in depth. It shows in addition to an attractive display of the heading 6 different kinds of pen points—each clear and distinct by itself.

Still, there is plenty of room for



HAIR RESTORER

№ 2

economical and judicious use of a small space, but a very clear conception of the right way to handle that space in order to get the most good out of it.

In a current number of a trade

SPENCERIAN STEEL PENS

Smooth points—finely ground; tough rolled steel; great elasticity; proper shape and slitting—that's the Spencerian Pen in a few words.

There's a style for every purpose, a pen to "fit" your hand. Sample card containing 12 different varieties sent on receipt of 6 cents to cover postage.

SPENCERIAN PEN CO.,
 347 Broadway New York.

publication of over 300 pages, a large portion of which is devoted to advertising, this little G. & J.

Tire Co. advertisement was easily the most striking and impressive advertisement occupying small space, and more effective, than many which occupied full pages. There is nothing remarkable about it—no straining after effects



G & J
Bicycle Tires

It pays to make Indianapolis G & J Bicycle Tires your standard line, because they are the highest quality, have the largest demand and always give your customers absolute satisfaction.

G & J Tire Co.
Indianapolis, Ind.
Send for Catalogue and Prices

or painful efforts toward "originality." But it shows excellent taste and judgment as well balanced, well displayed and both strong and simple in design and arrangement.

Porosknit underwear is not particularly well advertised by the



Porosknit
TRADE MARK
REG. U.S. PAT. OFF.

For Boys—25c.

Make your boy cool next summer with a suit of underwear like his father's. It lets the skin breathe, absorbs perspiration, prevents colds. Healthful, elastic, durable, comfortable.

Buy from dealers. GET THIS LABEL—on all styles. Men's 50c garment.

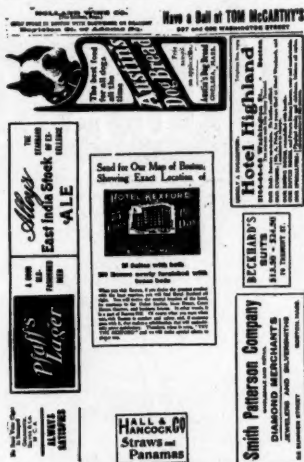
CHILMERS KNITTING CO., 33 WASHINGTON ST., AMSTERDAM, N. Y.

2-inch single-column ad reproduced here. This advertisement contains about one-third copy space, a little more than a third trade-mark and the balance a pillow fight.

The copy needs a little more elbow room, the trade-mark ought to be satisfied with a little less, and the boys in the pillow fight are sadly cramped.

* * *

Nine different Boston advertisers find themselves mixed up in the queer magazine page reproduced herewith. There are hotels, dog biscuit, straw hats, diamonds, and other things repre-



Have a Ball at TOM MCCARTHY'S
DOG BREAD
THE HIGHEST QUALITY DOG BREAD
FOR ALL DOGS
FOR ALL DOGS
FOR ALL DOGS

Hotel Highland
BROADWAY, NEW YORK
BROADWAY, NEW YORK
BROADWAY, NEW YORK

BICKARD'S
BUYER
\$1.00 - \$1.50
12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100

Smith Patterson Company
DIAMOND MERCHANTS
JEWELRY AND SILVERWARE
10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100

HALL & CO
HAWKCOCK
Straws and
Panamas

sented on this page, and several of the advertisements labor under the disadvantage of being obliged to stand on their heads. Possibly there is some object in constructing a page of this nature, but that object can hardly be a sane and reasonable one.

The advertisement of George Angus & Co., Ltd., here reproduced occupied a full page in an engineering publication. Of course the vast mass of detail which it contains must practically disappear in a small reproduction, but it is a fact that practically the only thing which caught the eye in the original was the name of the firm

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK**, **BUTTERICK PUBLISHING CO.**, **McCLURE'S MAGAZINE**, **CARRIER PUB. CO.** and a majority of the large publishers throughout the country. **ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.**
Wallace & Company, 29 Murray St., New York

ADVERTISING AGENCIES

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal Advg. exclusively.

KLINE ADV. AGENCY, **ELICOTT SQ.**, **BUFFALO**, N. Y. Mail-order campaigns.

ALBERT FRANK & CO., 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' Advertising Bureau, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. R. Western, Proprietor. Established 1877. Booklet.

THE BOLTON ADVERTISING BUREAU, 66 John R. Street, Detroit, Mich., makes a specialty of Manufacturer's needs. Furnishes photo copies, engraved cuts and written copy, that sells the goods. Send catalogues and get estimates.

ADVERTISING MEDIA

THE Saturday Evening Post covers every State and Territory.

THE BLACK DIAMOND, Chicago - New York for 20 years the coal trade's leading journal.

The Bank Advertiser

reaches only bankers. National circulation. C. E. AURACHER, Publisher, Lisbon, Iowa.

THE best 6,000-town daily on this earth is the **Troy (Ohio) Record**—prints more local news than any other—that makes it best. Carries more "Wants" than any other. Only small town daily published that is successful without a weekly edition, job printing department or political "pup" as boosters. It has neither. Moral: It has all the circulation it claims to have.

ADVERTISING IDEAS



A GOOD IDEA

in advertising. Expert in Germany will assist to execute such in German speaking countries of Europe. Also purchase new ideas. Address (preferably in German)
Haasenstein & Vogler, A. G., Stuttgart (Germany).

ADVERTISING NOVELTIES

A USEFUL NOVELTY

for advertisers of products of interest to women. Something every woman wants and uses. Cost very moderate. Advertising men will find this a good side line. A few good active salesmen wanted. For particulars apply to **CHAPMAN & RODGERS, Inc.**, 510 Arch St., Philadelphia.

BOOKS

Mail Order Firms—Best Book Published. Get our new proposition on "The Disinherited." Big profits. Write **CENTRAL BOOK CO.**, Rockville Centre, N. Y.

"THE GINGER BUG" gingers up the selling force. Get one for every salesman. A little book of live talk by Frank Farrington. Sample 10 cents post paid. **MERCHANTS' HELPS PUB. CO.**, Delhi, N. Y.

BUSINESS OPPORTUNITIES

For \$12 I will get you up a strong, convincing, illustrated folder-circular that will "pull the dollars." This price includes copy, drawing, cut and complete printer's instructions. Other advertising matter proportionately low. **"PROSPERITY," P. O. Box 873, New York.**

COIN CARDS

\$3 PER 1000. Less for more; any printing, The COIN WRAPPER CO., Detroit, Mich

CUTS

WRITE for PLATOLOGY, the publication which contains vital information on cuts for the man who advertises. H. J. ORMSBEE ENGRAVING CO., Syracuse, N. Y.

ELECTROTYPES

Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block Cincinnati, O.

FOR SALE

GOSS three plate wide perfecting press, printing 4, 6, 8 or 12 pages in one section, with stereotyping plant, motor, shafting, etc., all in first-class condition. Can be seen in operation. Price very low. Address, "PRESS," box 1022, Wilmington, Del.

FOR SALE.—As a whole or in part, completely equipped up-to-date printing plant, including real estate and buildings located at Elizabeth, N. J. Five minutes walk from station. Six linotypes, cylinder presses, etc. For terms, write **MOODY MANUAL CO.**, 33 Broadway, New York.

For Sale—Four Shares OF STOCK OF

The Religious Press Association. Philadelphia. Its value as an investment lies in the result of the management of its Directors: F. W. Ayer, A. G. Bradford, J. A. Wood, all of the advertising agency of N. W. Ayer & Son, Philadelphia, R. C. Lowry, E. W. Mattson. For price and particulars address, W. R. ROBERTS, 107 South 16th Street, Philadelphia.

For Sale—An Excellent Business Opportunity. The entire Plant and assets of the Pittsburgh Label Company. Did a \$50,000 business last year. Can easily be doubled. An excellent opportunity to engage in a lucrative business. Will sell at one-fourth the inventory value. Address **GUARANTEE TITLE & TRUST COMPANY, Receiver**, No. 232 Fourth Avenue, Pittsburgh, Pennsylvania.

HALF-TONES

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. **THE STANDARD ENGRAVING CO.**, 660 7th Avenue, Times Square.

NEWSPAPER HALF-TONES. 2x3, 15c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

LETTER HEADS

500 Each Letter Heads, Envelopes, Business Cards, Bill Heads, Statements, and Memo Blanks, fine quality bond paper \$3.85; 1000 each \$12.90. 500 each, good quality, \$7.90; 1000 each \$11.65. Artistically printed in any one color. Beautiful panoramic Photo-Gelatine art nature print, handsomely mounted, free with every cash order. **BARTON & SPOONER CO.**, Cornwall-on-Hudson, N.Y.

MACHINERY

PRINTERS' MACHINERY at Exceptional Bargain Prices and upon liberal terms. Cylinder presses, job presses, power and lever paper cutters, miscellaneous machinery, etc. Let us know your needs. **CONNER, FENDLER & CO.**, New York City.

MAGAZINES

"DOLLARS AND SENSE" (Col. Hunter's Great Book) free with **ADVERTISERS' MAGAZINE** one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. **ADVERTISERS' MAGAZINE**, 137 Commerce Building, Kansas City, Mo.

MAILING

CIRCULARS mailed carefully with Magazine subscription catalogue to high grade buyers; 30c.-100; \$2.-1000. Send now. **INTERNATIONAL PUBLICATION CO.**, Cambridge, Mass.

PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. B. LACEY**, Washington, D. C. Established 1869.

PHOTO-ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1664 SPRING.**

PREMIUMS

PREMIUMS

To publishers, merchants and others who use premiums. We have something you ought to know about. We will prove this if you send postal card inquiry. Address **BOX 3164**, Boston, Mass.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City. sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

Controlling Interest

in a great business can be bought by the right men. They should have capital and know the publishing business. One should have had successful experience in selling through canvassers. Publications are educational and entertaining. For the past seven years the annual sales have ranged from \$275,000 to \$400,000, with corresponding profits. The business is valued at about \$500,000. \$100,000 cash required.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY NEW YORK

SUPPLIES

BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 60-pound box costs \$3.00, makes two barrels paste. **BERNARD'S PASTE DEPT.**, 71 Dearborn Street, Chicago.

WANTS

WANTED—To buy easy terms rebuilt or second hand Duplex press 4, 6, 8 page with folder. Also 7 col. casting box with kit. Write "K"—Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

WANTED—High grade advertising man for large dry goods establishment. Address with full particulars, **PAYNE & YOUNG**, 750 Marquette Bldg., Chicago.

Does Your Newspaper Need An

ADVERTISING MANAGER?

Address K. B., care of Printers' Ink

ADVERTISING Manager past 4 years leading daily newspaper, city 80,000, desires change. American 34, married, 12 years ad-writer, solicitor. Result producer; good appearance and address. A-1 references. "ENERGETIC," care Printers, Ink.

TWELVE OFFICES covering entire newspaper and magazine field. Openings in all parts of the world. Advertising, Publishing, Sales, Office and Technical. Write for information. **HAPGOODS**, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

BUSINESS Promoter seeks position as Advertising Manager. Large experience, excellent results, best references. Can profitably exploit, Specialty Line of Dry Goods, Shoes, Men's Wear, etc. Savings Bank, Insurance Co., city or resort, etc. Address "A.B.C." care Printers' Ink.

9 PAGES (10x12) rated Phila. advertising, on contracts, in five recent months, for the third largest Trade publishing house in U. S. is my record. "There's a reason." With trained assistants now can handle additional A-1 trade proposition. Mutual Confidence. "PHILA." care P. I.

PUBLISHER in St. Louis with 25 years experience is about to start another trade paper and is desirous of securing the services of a young man for the editorial department and to make himself generally useful in other ways to make it a success. State experience, age and salary expected. "S. G.," care, Printers' Ink.

ARTIST wanted by Advertising Agency in Canada. We want a man of experience and ability, whose work has advertising value as well as art and originality and whose drawings will reproduce well in newspapers. Address with samples of work for newspapers and fullest particulars—J. N. McKIM, care A. McKim Limited, Montreal, Canada.

POSITIONS NOW OPEN—Adv. mgr., department store experience, Northwest, \$50; adv. agency man, Mass., \$30-\$35; adv. mgr., Ill., \$30; bus. mgr., N. J.; cir. mgr., N. Y., \$30; editors, Pa., N. Y., O., La., \$20 to \$30; also good openings for linotype operators and reporters. Booklet sent free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 788 Metropolitan Annex, N. Y.

ADVERTISING or Circulation man who for the past four years has earned \$3,000 a year in commissions, is open for engagement as manager, city or country. Age 30. Original ideas, result producer and ability to close contracts. Financial paper preferred. "A. C." care **PRINTERS' INK**.

Wanted Second-Hand Multigraph

Send samples of work and quote lowest spot cash price. "CIRCULAR LETTERS," care PRINTERS' INK, New York.

BRAINS TO LET!

A young man of New York, 25, thoroughly up-to-date in matters pertaining to planning, designing and printing of booklets and catalogs, would like connection with concern requiring the kind of service he offers.

Has written fair amount of copy, some of which was called perfect in style and quality.

Original ideas—illustrative and literary.

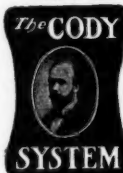
Now in charge monthly magazine, including make-up, ad composition, etc. Executive ability unquestioned. Capacity for managing corps of men. Limited selling experience.

Conscientious, intelligent, highest character.

Now with prominent bank note company where sphere of action is limited. Will consider only proposition holding out opportunity of extending himself. Present salary, \$35.

For particulars and biography, address "G. R.," care Printers' Ink.

I Can Teach YOU How to Write LETTERS THAT PULL



If you are a clever business man you can go out and talk with a customer and land an order every time.

I can teach you to talk to 1,000 or 10,000 in the time it would take to land one order personally, and get 10 or 100 orders.

However busy you are, you are not too busy to make your business bigger, to study and understand that business so you can climb to greater success.

Let me study your business personally and privately with you, criticising your regular daily letters (carbon copies), and myself actually re-writing your important sales letters till you catch the knack of making them pull yourself.

I taught a young Japanese handling drawn work and other fancy goods so that he was able to get up entirely by himself a letter which brought 267 approval orders (a \$15 centerpiece) from 350 letters, of which only 38 were returned—\$3,435 worth of business from 350 letters—nearly \$10 for every letter mailed. Mr. H. Gard, selling postoffice fixtures averaging about \$100 a sale got \$7,698 from 117 inquiries where before on the same proposition he had never realized more than \$3,000.

Very Latest Book—How to Do Business By Mail. Send \$1 for my new book, superseding all others on the subject, with thousands of points on How to Get Business by Mail, Correct Business English, with over 100 model letters of all kinds, letters that Have Actually Pulled Business.

Sherwin Cody, 1421 Security Bldg., Chicago

"LETTERINE"

Cards or price tickets to try "Letterine." We want every dealer or clerk who makes window SPECIAL OFFER.—Send us six cents in stamps and we will send you a large sample bottle free. "Letterine" dries jet black and beautiful gloss. Made also in colors. **THADDEUS DAVIDS CO., 95-97 Vandam St., New York. Established 1823.**



Do Your Own Printing and ADVERTISING

Cards, circulars, book, or small newspaper. Press, \$5. Larger size, \$18. Great money savers. Type setting and all easy by printed instructions sent. For old or young, business or pleasure. Write to factory for catalogue of presses, type, paper, cards, etc. Address **THE PRESS CO., Meriden, Connecticut**

Advertising and newspaper men whose work does not bring them in contact with the representative trade papers have no conception of the character, size and importance of these publications, which collectively represent the annual expenditure of millions of dollars. Some of them, in typographical appearance, compare favorably with the best literary magazines. The *Dry Goods Economist*, one of the leading periodicals of the United States, belongs to this latter class. It has become so popular with the trade and covers its various departments so fully that

its publishers are compelled to issue special sections to accommodate its advertisers. These are printed on a high-grade of book paper and contain the best half-tone illustrations, both in the text and advertisements that can be found anywhere. This fall special sections will be devoted to Shoes, Knit Goods, Fabrics, Christmas Goods and Novelties. A striking feature of the *Dry Goods Economist* is the high-grade character of its advertisements, which, we believe, are not surpassed in artistic merit by those appearing in any other publication.

Business Going Out

The December advertising of the Dingee & Conard Company, West Grove, Pa., is being placed by the McFarland Publicity Service, Harrisburg. A miscellaneous list of mediums will be used to exploit the new catalogue of this concern, which is entitled "Sixty Years Among the Roses."

Four-time orders are going out to newspapers for the mail order medical advertising of the Dr. Broser Company, direct.

I. Robert Blackburn, Dayton, O., is extending the list of newspapers to be used for the advertising of the Prescription Products Company and is making 5,000-line contracts with publishers.

The advertising of J. G. Harrison & Sons, Berlin, Maryland, for the current year, will be handled by the McFarland Publicity Service, Harrisburg, Pa. The greater part of the appropriation will be spent with agricultural papers and those mediums devoted to fruits and flowers.

Sixty-four-line copy, for 10 insertions, is being sent to newspapers from the J. Walter Thompson Company, New York, to advertise Apollinaris.

Lord & Thomas, New York, have placed some classified copy with newspapers on account of Leonard Darbyshire, the publisher.

Copy for the Mary T. Goldman Hair Restorer is being placed with newspapers in large cities by Lord & Thomas, Chicago.

The advertising campaign of "Carnation" milk, made by the Pacific Coast Condensed Milk Co., Seattle, is being handled by the Mahin Advertising Company, Chicago.

Renewals for the Leibig Company are going to newspapers through Dauchy & Company, New York; 120 inches to be used within a year.

Five thousand-line contracts are being made with newspapers by H. W. Kastor & Sons, St. Louis, to advertise the "Originator" cigar.

It is expected that Arnold & Dyer, Philadelphia, will shortly start an advertising campaign for the American Watch Manufacturers' Association. The agency is asking for information from newspapers, regarding jewelers in their respective localities.

A new series of copy on Philip Morris Cigarettes has been sent out by the Frank Presbrey Co. to a general list of standard weeklies and monthly publications.

Renewal orders for Santal Midy advertising will be sent to newspapers shortly by W. W. Sharpe, New York.

BOSTON ITEMS.

The W. F. Smith Co. has completed its list for advertising Smith's Buchu Lithia Pills and the contracts are going out through the J. Walter Thompson Agency. Three-inch space is being used for the season.

The Dunlap, Cooke Co., 167 Tremont St., is using a large list of suburban papers for several months, to advertise Canadian Furs. The business is placed by C. H. Wilson, of the Shumway Co.

The Walton Advertising Agency is placing the advertising of the Boston Sculpture Co., a new concern, in leading high-grade publications. The space measures 55 lines.

All the publishing houses of Boston are sending out contracts for the Christmas trade. Magazines, literary papers and metropolitan dailies are being favored. Small, Maynard & Co.'s advertising is placed by the Wyckoff Agency, as is also that of the American Unitarian Association. Little, Brown & Co.'s goes through the Morse International Agency; Lothrop's, Lee & Shepard's, the Talmud Publishing Co.'s, H. M. Caldwell & Co.'s, through J. J. Riegel, of Wood, Putnam & Wood. Houghton, Mifflin & Co., the largest publishing house in Boston, gives out its advertising through Wood, Putnam & Wood and E. H. Haven, of New York.

Dana, Estes & Co. and the R. E. Lee Publishing Co. are placing their advertising direct with the publishers.

The J. W. Barber Agency is placing some orders with Vermont papers for the advertising of Cutter-Tower Co.

The New England office of Doubleday, Page & Co. held an excellent exhibition of color photography at the Parker House, November 24. All the advertising men of Boston were invited. A number of Lumiere pictures were shown, together with progressive proofs of the printing plates and the finished pages in the magazines. Henry H. Saylor, of the editorial staff of *Country Life in America*, delivered an address on "Color Photography and Color Printing."

Some additional contracts are being placed by the New England Advertising Agency for the Friend Soap & Supply Co. This is a mail order business and the publications used are of the mail order or agricultural type.

The Wilder Pictorial Advertising Agency, Slater Building, Worcester, Mass., is asking for rates and information from general mediums.

A. Marshall & Son, 226 Purchase St., Boston, are using many leading magazines for the advertising of a leather work bag. Quarter-page space is used, and the contracts are placed by the H. B. Humphrey Co.

The list for the advertising of the Potter Drug & Chemical Co. has been completed. A large list of magazines, weeklies and dailies will be used. The contracts are going out through the Morse International Agency.

HOW IT STRUCK FAIRMAN.

NEW YORK, Nov. 23, 1908.

Editor of PRINTERS' INK:

I was much interested in the just appreciation of the achievements of Mr. George Horace Lorimer, of the *Saturday Evening Post*, which appeared in a recent issue of your paper.

I should have enjoyed it more, though, if its author had not filled my mental sky with that dazzling vision of the New York advertising agent who sent all the way to Philadelphia for the purpose of seeking out and hiring, regardless, some individual whose only known claim to distinction was his ability to write good copy.

When that splendid spectacle had sunk its hooks into my naturally benumbed faculties my eyes became strangely dimmed, and I laid the book down to find that copious tears were welling through my unaccustomed lashes.

I do not know what distillation of poppies, mandragora, or drowsy syrups of the Orient is responsible for a dream of that nature, or who wrote it; but, no matter who he may be, or what the expense is, please load him again. One such vision, although painted with the illusory pigments of a disordered fancy, is alone worth a life subscription to your always interesting publication.

Sincerely,

LEROY FAIRMAN.

FIGURE THE SELLING COST.

With the approach of the A. Y. P. exposition there is coming the inevitable army of advertising schemes that sustain the same relation to real advertising as a book-maker's game does to legitimate business. No Pacific Coast advertiser need repine if he misses a chance to contribute to the earlier ones, there will be plenty of opportunity in the next few months. One of these schemes was recently submitted to us; a "Pacific Development Page" in the newspapers of two Atlantic Coast cities and stall space in a magazine of limited circulation. The microscope showed it to be about fifty per cent advertising value and the other half—just selling expense. Complaint was made to us of the lack of support of Seattle advertisers and of western agencies, the fact that agencies worth the name are in business to protect their clients from such schemes being considered only a pleas-

antry. *White's Sayings* is not a self constituted scold; but we do protest against the confusion of these "special" propositions with the efforts of western agencies to do their part in the legitimate building and development of business in this field.—*White's Sayings*, Seattle.

THE WAY IT'S DONE IN CHICAGO.

The ingenuity shown by the publicity agents of the automobile manufacturers in getting the names of their cars before the public in the columns of the daily newspaper without money and without price is illustrated by the following article which appeared in the *Chicago Record-Herald* on Nov. 18:

SHOW PALMS AT AUTO HOUSE.

Rare Specimens Add Color to Opening of Olds Motor Company.

Crowds of curious pedestrians gathered yesterday in front of 3031 Michigan Ave. to view a palm, planted nearly two centuries ago by George Washington. Following close on the great National Flower Show held at the Chicago Coliseum, the interesting exotic naturally attracted much notice. Lafayette Markle, himself a flower fancier, arranged with all exhibitors who won prizes at the Coliseum show to display their superb plants in his window.

The famous "Washington Palm"—belonging to the Samuel Tilden collection—was posed in a new Olds Model D 1909 touring car. The gold medal palm collection, belonging to W. A. Manda, of South Orange, N. J., was displayed in one of the Olds Company's Model D limousines.

Mr. Markle, who manages the local branch of the Olds Company, says he made the display partly in celebration of the formal opening of his company's new headquarters at Lansing.

HIS MOST SERIOUS LOSS.

SAN FRANCISCO, Nov. 20, 1908.

Editor of PRINTERS' INK:

I am in receipt of your circular of Nov. 14th which reminds me that I have many times during the past three months intended to write you commending the excellency of your journal under the new management.

The only thing I lost in the San Francisco fire which could not be replaced, was the bound volumes of PRINTERS' INK. I have missed these more than anything else.

I enclose you herewith a check for \$5.00 in payment of subscription for three years. Please send it to my home address, which is Belvedere, Cal.

Wishing you success, I am,

Yours very truly,

EDGAR M. SWASEY.

"Just Keeping In Touch"

More than half the work of your solicitors is "just keeping in touch" with advertisers—

Keeping them posted about developments in your particular field—

Giving them no chance to forget that you deserve and want their business—

Being on the spot when contracts are going out.

PRINTERS' INK will do this work for you thoroughly, regularly and at a cost entirely commensurate with the value of the service performed.

Many of the best patronized publications in the country find PRINTERS' INK one of the most active and valuable and successful members of their soliciting force.

Next week would be a good time to start PRINTERS' INK working *for you*. Send along your instructions now.

PRINTERS' INK PUBLISHING COMPANY
10 SPRUCE STREET ❖ ❖ ❖ NEW YORK



Comfort Has Come

The shades of night were falling fast
As through a prosperous village passed
The mail-man, who, mid snow and ice
A banner bore with this device,
COMFORT has come!

His brow was glad; his eye beneath
Flashed like a falchion from its sheath,
And like a silver clarion rung
The accents of that welcome tongue,
COMFORT has come!

In happy homes he saw the light
Of household fires gleam warm and bright.
From ev'ry house the folks rushed out
And echoed back his merry shout,
COMFORT has come!

"Make haste! Make haste!" the old man said;
"For COMFORT is late, but must be read
Before the village goes to rest."
Replied that voice in accents blest,
COMFORT has come!

The smiling maiden said, "Don't stop!
I shan't be at the village hop,
I'll read my COMFORT here instead
And read it more when I'm in bed."
COMFORT has come!

"It's published in the Pine-Tree State;
Don't let the tempest make you late!"
This was the farmer's last good-night.
A voice replied far up the height,
COMFORT has come!

At break of day, as cityward
The milkmen drove along the road,
Each stopped the mail-man on his way
And jumped for joy to hear him say,
COMFORT has come!

Travelers on the night express
Hungry, cold and in distress
Were cheered to see mid snow and ice
That banner with the dear device,
COMFORT has come!

There in the twilight cold and gray
His route he finished, bright and gay,
And from the sky, serene and far,
A voice fell, like a falling star,
COMFORT has come!

COMFORT HAS COME

A Letter from An Old Subscriber

ATTLEBORO, MASS., Nov. 2, 1906.

PUBLISHER OF COMFORT:

DEAR SIR:—The enclosed stanzas, which will be readily recognized by everybody as a parody on Longfellow's "Excelsior," were suggested by the inspiring and appropriate title page of your wonderful Jubilee Souvenir **COMFORT** which reached me only last Saturday.

It came late this month, and your subscribers in this vicinity, myself included, waited for it with impatient expectation in view of what you had promised us it should be.

But my! It was well worth waiting for when it did come. You promised a "big thing," and we expected it would be unusually good, because **COMFORT** always keeps its promises; but it far exceeded our fondest hopes and wildest expectations. In every particular it is excellent.

With all due respect to America's great poet laureate, I could never understand the meaning of the original, unless it be that the man who tries to induce people to stuff mattresses with excelsior deserves the fate of the misguided young enthusiast which he poetically describes.

However that may be, I am certain that my humble parody truthfully, though perhaps with some poetic license, illustrates the hearty welcome with which **COMFORT** is received each month by its hosts of admiring and enthusiastic subscribers.

With the hearty congratulations and best wishes of
AN OLD SUBSCRIBER.

Start the New Year Right

Advertise in the January Edition of COMFORT

COMFORT reaches more well-to-do farmers in every State and Territory than any other publication.

Get some of the benefit of our great Big ROOM now in full blast by sending copy for ad. in January COMFORT.

Billions of bushels of grain have brought millions of dollars to the farmers this fall. COMFORT reaches these farmers. If you want to sell your Goods, why hesitate to offer them to the only class in the community that is phenomenally prosperous?

The great bulk of COMFORT'S circulation goes to the rural communities; in no one section especially, but in every section of every state and territory.

Send your order and copy now and secure better position.

Each month we have to leave out more or less ads. which come too late.

January forms close without fail December 8th to 15th.

W. H. GANNETT, Publisher, Inc.
Augusta, Maine

New York Office: 1105 Flatiron Bldg.,

WALTER R. JENKINS, Jr., Representative

Chicago Office: 1635 Marquette Bldg.,

FRANK H. THURM, Representative